

# SOUTHERN AUTOMOTIVE JOURNAL

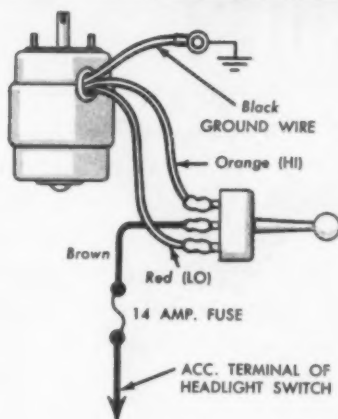
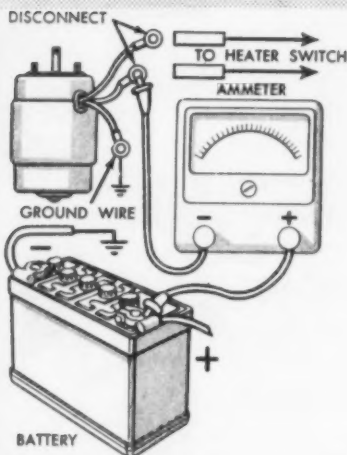
SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES SINCE 1921

*November 1960*

## "HE SELLS ALL THE TIME"

Henry Witt is a prize-winning salesman operating a Florida service station. "Don't go there unless you're prepared to buy something," they say about this man with sales knowhow.

PAGE 29



## SERVICING THE RAMBLER AND FALCON HEATERS

Seems only last month we talked about air-conditioning service! But it is heaters now — specifically Rambler and Falcon types.

PAGE 32

## AIR CONDITIONING AS-THEY-WAIT

Sales volume shot upward when this Bonham, Texas, station provided air conditioning as customers were being served.

PAGE 36

*If you would know how shop volume is running over the South, see page 31*





PERFECT CIRCLE  
PISTON RINGS ARE  
BUILT TO TAKE IT



# THE FIRST HUNDRED MILES ARE THE HARDEST

In any new or rebuilt engine there are many areas where moving metal surfaces must adjust to each other. Of all these areas one of the most important is the bearing surface between piston rings and cylinder wall. To assure rapid mating, and protect against "borderline lubrication," Perfect Circle compression rings are either chrome plated or coated with Ferrox.

Where Ferrox is required the coating acts as a polishing agent—much like jeweler's rouge—smoothing away surface irregularities, and protecting against scuffing. Only Perfect Circle offers genuine Ferrox protection.

No matter how hard the miles, from first to last, Perfect Circle rings are built to take it. Use Perfect Circles every time—preferred for performance.



**PERFECT  CIRCLE**

PISTON RINGS • PRECISION CASTINGS • POWER SERVICE PRODUCTS • SPEEDOSTAT  
HAGERSTOWN, INDIANA • DON MILLS, ONTARIO, CANADA



ANOTHER **BLUE STREAK**  
SECRET SERVICE TIP FOR YOU.

# SHERLOCK McKANICK and MIKE

"THE CASE OF THE BOOKLET  
AND THE BEATNIK!"

SHERLOCK, MEET MY  
BROTHER **JULIUS**. I'M TEACHING  
HIM HOW TO INSTALL POINTS.  
(SAY HELLO TO MR. McKANICK!)

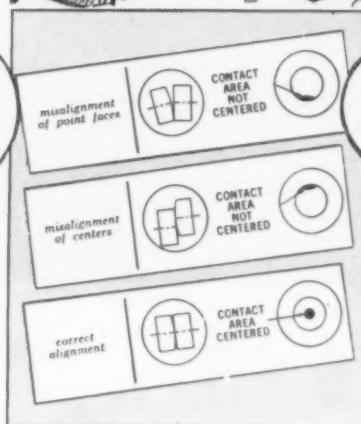
MAN, I  
DIG YOUR  
CO-PILOT  
TH' MOST!

MY  
WORD!

WE'VE BEEN  
FOLLOWING THE  
INSTRUCTIONS IN  
YOUR LATEST BOOK,  
"TUNE UP FOR  
PROFIT."

**SPLENDID!** I HOPE  
YOU'RE ADVISING **JULIUS**  
TO ALIGN THE CONTACT  
SURFACES PROPERLY. VERY  
IMPORTANT TO PREVENT  
UNEVEN WEAR AND LENGTHEN  
POINT LIFE.

**YEAH-H!**  
GOTTA KEEP 'EM  
SQUARE MAN!  
LIKE ON PAGE  
SIX!



YES, THIS IS WHAT WE  
FOLLOWED: "IF POINTS NEED  
RE-ALIGNMENT, MAKE SURE  
IT'S THE STATIONARY ARM  
YOU BEND, NOT THE MOVABLE  
ONE WHICH HAS LESS STRUCTURAL  
STRENGTH AND MAY BE  
SERIOUSLY WEAKENED BY  
BENDING..."

YOU'VE  
DONE  
IT, BY  
GEORGE!

THIS  
BOOKLET  
MAKES IT  
**EASY...**  
AND THE  
NAME IS  
**JULIUS**  
MAN!

**MECHANICS:** GET "TUNE UP FOR PROFIT"  
...SHERLOCK'S GUIDE TO IGNITION SYSTEM  
SERVICING. IT'S A CLEAR, 12-PAGE EXPLANATION  
OF HOW TO SERVICE THE BATTERY, COIL, POINTS,  
DISTRIBUTOR AND  
REGULATOR. NOW  
IT'S YOURS **FREE!**  
(USUALLY SELLS FOR \$1.00)  
MAIL THIS COUPON  
TODAY!

MISS  
WATSON  
IS IN THE  
BOOK, TOO.  
LIKE WOW!

YOU SURE  
KNOW YOUR  
POINTS,  
SHERLOCK!

NO WONDER 42,000  
REGISTERED DEALERS  
SAY **BLUE STREAK**  
IGNITION IS BETTER FOR  
YOUR BUSINESS!



STANDARD MOTOR PRODUCTS, INC.

37-18 Northern Blvd., Long Island City 1, N.Y.  
Please send my **FREE** copy of "Tune Up For Profit"

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

REGULATORS • SWITCHES • COILS • CONDENSERS • CONTACTS • WIRE and CABLE



# **Snap-on**

## **ANAL-O-SCOPE**

### **paid for itself in thirteen days!**

Get a SNAP-ON Anal-O-Scope and climb aboard the profit train. Read the letter. See what this amazing electronic engine analyzer did for Carnell and Bradburn.

The SNAP-ON Anal-O-Scope will make money for you, too. No strain on the budget, either. You can get this scope on SNAP-ON's easy payment plan. And you will own the best. This is the finest, easiest-to-read scope on the market. We say it — we'll be happy to prove it with a demonstration.

Ask your SNAP-ON man about the Anal-O-Scope the next time he stops. Or write us for his name and the new Anal-O-Scope booklet.

**SERVICE-BACKED SHOP EQUIPMENT**  
**Snap-on TOOLS**

8052-K 28th AVENUE • KENOSHA, WISCONSIN

THE GENERAL TIRE & RUBBER COMPANY  
CARNELL & BRADBURN  
1810 KIRCH STREET  
PHILADELPHIA 30, PA.

LOUVEY 2-8118

April 6, 1960

Snap-On Tools Corporation  
1710 Fairmount Avenue  
Philadelphia 30, Penna.

Gentlemen:

You will be interested in the results we've had since establishing a tune-up department centered around your Snap-On Anal-O-Scope the first of this year.

Our profits in the first thirteen days of operation more than paid for the total cost of the Snap-On Anal-O-Scope.

In addition to the continuing profit which we have been enjoying since the scope paid for itself, we find that as a result of tune-up customers coming into the shop we have sold substantially more tires, brake repair jobs, etc.

We have been truly amazed at the amount of interest this splendid new tool has developed. We've had many phone calls from old customers, new customers, from automobile dealers, from other dealers, trucking companies, schools, and various other people.

All in all, we feel very happy with our purchase and recommend it highly.

Sincerely,

*H. A. Bellows*  
H. A. Bellows  
General Manager

HAB:bm

# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

VOLUME 40 NO. 11

## TECHNICAL

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Serving the 19 Southern and  
Southwestern States Since 1921

## Contents for Nov. 1960

### SELLING CARS AND SERVICE

"He Sells All the Time" . . . . .	29
(and any dealership's service manager, garage-man or service station operator can study this Floridian's program if he would step up his sales of plus items—often the highest in profit.)	
Shop Volume Is Up or Same for 70% . . . . .	31
(and to back up the statement—based on one of SAJ's periodic reader surveys—are comments and figures reported by Southern shop managers.)	
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(which pleased customers showing up at the gas island of this Texas service station. The cost was easily worth the results, too!)	
Extra Investment Adds 25% to Net . . . . .	38
(in fact, Tarheel Bryson would be 'way off in profits this year had he not invested heavily in equipment to permit him to offer extra shop service.)	
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(which shows what can happen when you change locations to meet demands of your trade.)	
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(and, of course, you can't grow as Florida has lately without adding to your vehicle population. Other states' standing for 1960 are shown.)	
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(or do you think a mechanic should know how to do every job entering your shop?)	
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(by modernizing many shop operations, it was learned.)	



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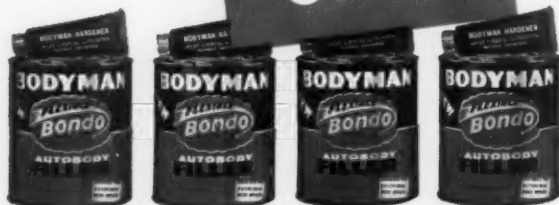
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**LIMITED  
OFFER**

*Have One On Us*

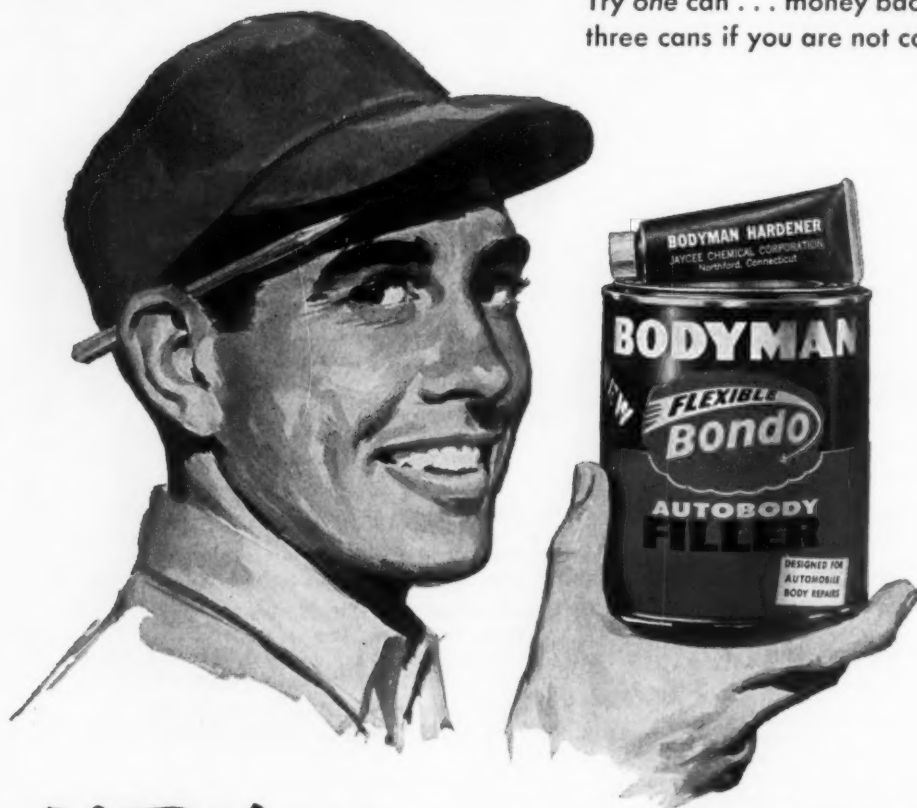
We know you'll want more.



**4** FOR THE PRICE OF **3**

**MONEY-BACK GUARANTEE**

Try one can . . . money back on the remaining three cans if you are not completely satisfied!



# **NEW Bondo BODYMAN**

Because it was formulated especially for the autobody man, it is fast becoming the trade's most wanted filler.

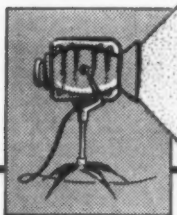
Here's a real deal! Four quart size cans of new Bondo BODYMAN for the price of three. A terrific opportunity to stock up . . . or to introduce your shop to the smoothest finishing, easiest handling autobody plastic filler ever offered! Cream catalyst requires no kneading . . . and both catalyst and compound are in different colors to provide a quick check on thorough mixing.

Special offer ends December 31st, 1960. Check with your automotive jobber today!

- **EASIER-TO-MIX** . . . cream catalyst is homogenized!
- **ODORLESS, SAFE** . . . non-irritating and non-toxic!
- **FLEXIBLE** . . . resilient, non-rubbery. Offers superior feather edging!
- **DUST MINIMIZED** . . . heavier-than-air particles fall to the floor!

**BONDO DIVISION, JAYCEE CHEMICAL CORP., NORTHFORD, CONNECTICUT**





## Automotive **SPOTLIGHT**

November 1960

Will this be GM's new, humpless transmission? An executive with General Motors revealed last month that testing was proceeding by research engineers on an elongated transmission only three or four inches in diameter. The object: To get rid of the floorboard hump which has been making most six-passenger cars comfortable for a mere four adults.

Ira Saks of Cleveland, Ohio, one-time parts manufacturer and long active in efforts to eliminate the discriminatory excise taxes on parts, received the "Automotive Man of the Year" award from the Automotive Warehouse Distributors Association at the Kansas City, Mo., convention this month.

Virginia wholesalers set a record for the South Oct. 24. In fact, maybe the total of 100 initial members signing up to create the Virginia Automotive Wholesalers Association was a new high for any state in the union. The reason for the success: Concerted pre-organizational work by the steering committee. (See page 141.)

Will Cole of Chevrolet become Chrysler's president? Scuttlebutt was blowing several directions on this rumor about the vice president of that GM Division being offered the presidency, now filled by Board Chairman L. L. "Tex" Colbert. On the other hand, since Walter Chrysler's death in 1940 the presidency has come (for K. T. Keller, Colbert and W. C. Newberg) via Dodge Division. Byron J. Nichols, who spent his boyhood days in Beaumont, Dallas and Houston, has just been named Dodge's general manager and there's speculation that he may win the presidency—if a Chrysler man is to be named.

Clear up the confusion on the longer car warranties. Already dealers are finding that new-car buyers think the 12,000-mile/12-month deal applies to everything and dealers don't want any more headaches than they already have, said the directors of the National Automobile Dealers Association at their Detroit meeting last month. Dealers have been having to explain the warranties do not cover ordinary maintenance care or repairs required as a result of normal operation, routine wear and tear or owner neglect. Neither do they cover such items as tires, batteries, glass, etc., which are covered by separate guarantees.

Should you raise the hourly labor rate in your shop? With business conditions less bright in some localities over the South, maybe you should postpone raising the rate, but if you do lift the scale, you'll find (page 31) plenty of company in the form of other shop owners who have moved to the higher figure or are planning to do so this year. Quite a few kicked up their charge last year.

Shop volume has been holding fairly well this year. That's indicated in the same survey appearing on page 31. One way to skyrocket your shop activity, as will be brought out in SAJ next month, is to inspect your present equipment from the point of analyzing it for doing the best and fastest job on the growingly complex cars coming through the shop doors. "Nothing ventured, nothing gained" has been proven to apply to your investment in shop equipment as much as to any other phase of your investment in this industry.

## SEALED POWER *Stainless Steel.*

### OIL RING

does things  
no other ring  
can do!\*

\* Stainless steel resists corrosion—makes it virtually impossible for troublesome sludge and carbon deposits to build up. Overcomes oil ring plugging—oil pumping.

\* Stainless steel maintains its original, built-in tension indefinitely so it delivers better oil control far longer than ordinary rings.

The unusually high number of spring tension points assures positive oil control even in tapered and out-of-round bores.

Side seals in piston groove—stops oil going around in back of ring—eliminates smoking.

End-abutment design produces ring tension independently of contact with bottom of piston groove—eliminates groove depth problems.

Chrome-plated, factory-seated side rails give instant oil control. Sealed Power Corporation, Muskegon, Michigan.



Preferred  
Performance

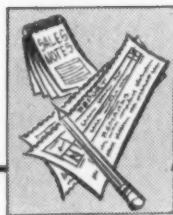
## Sealed Power

### KROMEX

#### PISTON RING SETS

PISTONS • PINS • SLEEVES AND  
SLEEVE ASSEMBLIES • VALVES  
• WATER PUMPS • TAPPETS

STAINLESS STEEL OIL RING  
U. S. PAT. NO. 2,789,872



## Automotive MARKETS

### Texas Ranks Third in Motor Fuel Use

**T**EXAS WILL burn 3,800,000,000 of an expected total of 63,800,000,000 gallons of motor fuel to be consumed in the United States this year—third highest of the states.

These figures appear in the 1960 motor fuel consumption estimate prepared by the Bureau of Public Roads, U. S. Department of Commerce, and represent a gain of 3.5% over the 1959 estimate. The compilation is based on information received from state agencies and other sources.

Motor fuel consumed in highway use is expected to total 58,300,000,000 gallons, including 55,800,000,000 gallons of gasoline and 2,500,000,000 gallons of special fuels, such as diesel and butane. Annual fuel consumption per vehicle is expected to be 790 gallons.

Of 12 states expected to consume more than a billion gallons of motor fuel in highway use, six are in the South. Florida is expected to consume 1,670,175,000 gallons; Georgia, 1,270,397,000; Missouri, 1,520,209,000; North Carolina, 1,424,297,000; Tennessee, 1,085,759,000, and Virginia, 1,254,730,000.

Estimates for other Southern states are: Alabama, 968,127,000 gallons; Arkansas, 547,956,000; Delaware, 172,019,000; Kansas, 768,019,000; Kentucky, 839,384,000; Louisiana, 896,371,000; Maryland, 877,477,000; Mississippi, 632,729,000; New Mexico, 388,829,000; Oklahoma, 872,577,000; South Carolina, 717,230,000; West Virginia, 472,165,000, and the District of Columbia, 202,932,000.

While the use of motor fuel has risen steadily ever since the end of World War II, the 3.5% rate of increase anticipated in 1960 is less than the 4.8% gain made in 1959. These increases follow closely the increases in motor-vehicle registrations—3.3% (expected) in 1960 and 4.3% in 1959.

"Have you ever seen anything so low?"



### Pittsburgh Glass Grows At East Point, Ga.

**A**N EXPANSION program which will add approximately 25,000 square feet of factory and laboratory space is underway at the East Point, Ga., plant of Pittsburgh Plate Glass Co.

General Manager Clarence J. Krueger said that additional tank storage facilities will be provided to supply the expanded manufacturing areas. This is the first expansion since the plant was placed in operation in 1952.

### Detroit Firm Plans Move To Grenada, Miss.

**P**LANs to move automobile wheel production from its Detroit facilities to a new plant at Grenada, Miss., have been announced by Lyon, Inc.

The shift, scheduled to take place next March, will idle most of the 600 workers now employed at Detroit. President George A. Lyon, Jr., said the work was being shifted to create additional space "for an anticipated increase in the production of rocket engine casings."

### FUSE FACTORIES NOTE

Nashville, Tenn.

Dear Sir:

Your magazine is read with great interest. I really enjoy it. Keep up the good work!

If profitable, I believe any manufacturer of fuses and flashers would gain many friends if a card were made showing the location of these items. Many flashers are hidden.

Another problem could be eliminated if these plastic fuse holders or connections were imprinted as to circuit or at least colored.

W. C. "JOSH" WILDER,  
Wilder Motor Co.

Glad to pass on this suggestion from the second vice president of the Independent Garage Owners of America and a past president of the IGO of Tennessee.

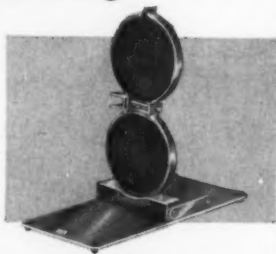
And now if you'd like to see how one man goes about selling bulbs, turn to page 29.



Just take flare sales and profits for example . . .

## The NEW volume-selling FP

Here is THE reflector flare of TOP quality and LOW cost . . . Efficient design permits highest quality construction and materials at the lowest price in the field . . . FAR EXCEEDS ICC WIND-TEST REQUIREMENTS.



## The Premier Foco Flar -



Here's the Old Faithful of reflector flares—the favorite that fleet and truck operators RE-ORDER again and again . . . Premier construction and materials . . . In bracket or box sets.

**and . . .** for the complete line the answer is Anthes, too—manufacturers of Flags, Flares, Fuses, Lights, Mirrors, Reflectors and Fire Extinguishers

ANTHES DIVISION—GLEASON CORPORATION

**Anthes** THE FIRST LINE OF SAFETY

FORT MADISON • IOWA



## Talk Preventive Maintenance to Sell Electrical Jobs

The average electrical job tots up to a neat \$25 at a Wheaton, Md., service station. The monthly average in such work ranges around \$3,000.

"There's a tremendous need for competent electrical work," says the station owner. To get the volume, he relates these jobs to preventive maintenance.

An improved shop customer follow-up system and successful employee incentive program will also be upcoming next month.

## TECHNICAL-WISE

How much do you know about servicing Chrysler Corp.'s new starter and starter drive? You'll know a lot more by the time you've finished reading Technical Editor Lowery's article.

Gaps in our specifications table—not available at press time from the car factories—will be filled in by the time the December issue rolls off the press.

## SERVICE-WISE

Know of anything more annoying than sloppy steering linkage? It'll get a good going-over, aimed at helping the mechanic to correct this ailment.

For body shop men there'll be some detailed treatment of rear door and quarter glass regulators, with illustrations to simplify understanding.





# Automotive NEWS BRIEFS



Ira Saks of Cleveland, Ohio, well-known former parts manufacturer, was announced this month as the "Automotive Man of the Year" by Automotive Warehouse Distributors Association at the annual convention in Kansas City, Mo., for his extensive efforts to eliminate excise taxes imposed on the service market. (More details next month.)



Upper left: In the 1961 Cadillac front suspension, the lower control arm is connected at only two points: one at the steering knuckle and one at the frame, as compared with three points on previous models. To stabilize the front suspension, a diagonal tie strut is used with each lower suspension arm. Upper right: On the suspension system and steering linkage, spherical joints are used and are packed with lubricant and sealed at assembly. The joints on the steering linkage use an umbrella-type seal (left), while the seals on the front suspension joints are of the bellows-type. Lower left: All lubrication fittings have been eliminated on the 1961 chassis. Rubber bushings like these are used at all suspension arm-to-frame attaching points. They require no lubrication. Lower right: On the parking brake bellcrank, a plastic bushing is used, which also requires no lubrication.

JANUARY	APRIL	AUGUST	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

## Looking Ahead

### DEALERS

- Nov. 13-15—Annual convention of Mississippi Automobile Dealers Association, King Edward Hotel, Jackson.
- Jan. 15-19—Annual convention of National Independent Automobile Dealers Association, Eden Roc Hotel, Miami Beach.
- Jan. 28-Feb. 1—Annual convention of National Automobile Dealers Association, San Francisco.
- March 13-14—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.
- March 26-28—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- April 23-25—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond.
- April 30-May 2—Annual convention of Tennessee Automotive Association, Andrew Johnson Hotel, Knoxville.
- May 7-9—Annual convention of Texas Automotive Dealers Association, Gunter Hotel, San Antonio.
- May 14-16—Annual convention of

Georgia Automobile Dealers Association, General Oglethorpe Hotel, near Savannah.

Feb. 3-7, 1962—Annual convention of National Automobile Dealers Association, New York City.

### GARAGEMEN

- Jan. 12-14—Mid-year board meeting of Independent Garage Owners of America, Alvin Plaza Hotel, Tulsa, Okla.
- June 28-July 1—Annual convention of Independent Garage Owners of America, Lowry Hotel, St. Paul, Minn.

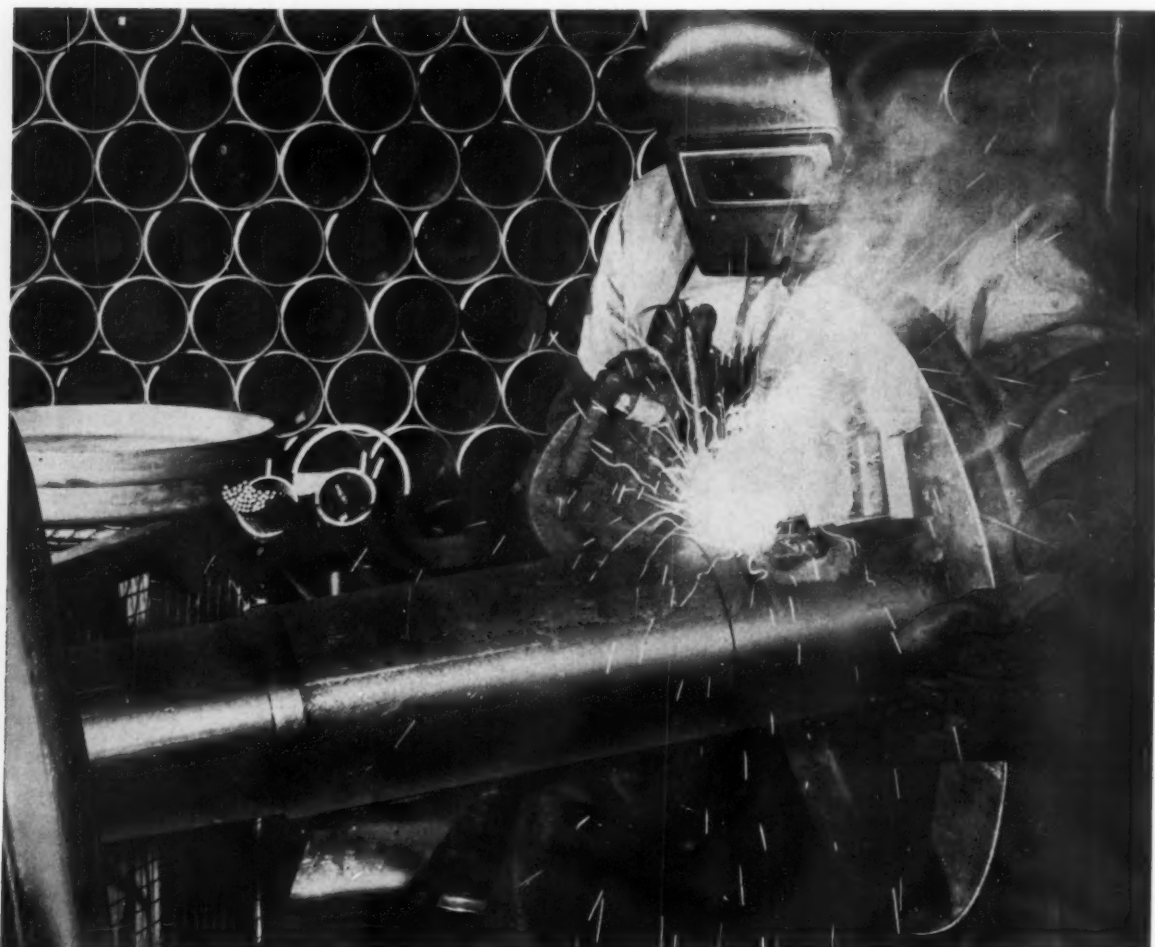
### WHOLESALEERS

- Nov. 16-17—Annual convention of South Carolina Automotive Wholesalers Association, Wade Hampton Hotel, Columbia.
- Nov. 17-19—Annual convention of Florida Automotive Wholesalers Association, George Washington Hotel, Jacksonville.
- Dec. 2-9—43rd annual meeting and 24th annual manufacturers-distributors conference of Automotive Electric Association, Edgewater Beach Hotel, Chicago.
- Dec. 11-12—Annual convention of Georgia Automotive Wholesalers As-

- sociation, Biltmore Hotel, Atlanta.
- Feb. 12-15—Meetings of Automotive Affiliated Representatives, Biltmore Hotel, Los Angeles.
- Feb. 13-14—Annual sessions of Automotive Booster Clubs International, Statler-Hilton Hotel, Los Angeles.
- Feb. 14-15—Annual convention of Automotive Service Industry Association, Biltmore Theater, Los Angeles.
- Feb. 16-19—13th annual Pacific Automotive Show, Memorial Sports Arena, Los Angeles.
- March 15-16—Spring convention of Virginias - Carolinas Automotive Wholesalers Association (for members only) at ?
- May 14-17—Annual convention of Automotive Engine Rebuilders Association, Fontainebleau Hotel, Miami Beach.
- Feb. 28-March 3, 1962—International Automotive Service Industries Show, Chicago.
- Feb. 13-16, 1963—International Automotive Service Industries Show, Philadelphia.

### GENERAL

- Nov. 17-18—Seventh annual National Forum of Automotive Air Conditioning, Sheraton Hotel, Dallas, Texas.



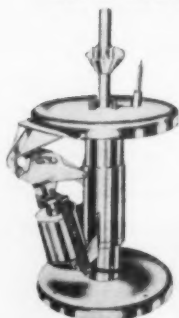
# This May Be Your Next Tire Changer

## The New Air-Powered Coats Challenger—\$159<sup>50</sup>



Row upon row of brand new Challengers await shipment to customers after passing tough final inspection.

Designed by experts and built by the leader, your Challenger offers air power where you want it most. Fingertip control for convenience.



*Every part of your new Coats Challenger — every detail in its construction — receives the careful attention of craftsmen, men who look upon a single flaw in a day's production run as a mark against their ability. And yet, your Coats Challenger is priced at only \$159.50, the lowest in the industry for a tire changer with air-powered bead-loosening at convenient, table-top height.*

This careful attention extends far beyond the sale. Specialists in the Hennessy organization carry tire service and tire merchandising know-how right to your shop and salesroom. Ask any Hennessy office to show you how you can increase your tire sales.

**AIR  
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**COATS PROVED BEST, COSTS LESS — Made By The World's Largest Manufacturer of Tire-Changing Equipment**

## Kansas and Missouri Managers Tell

# Why Dealers Must Watch Margins

VETERAN managers of two state automobile dealer associations bulletined their memberships last month on the necessity for watching profit margins—and cited some statistics to back up their observations.

Said Roscoe Hambric of Topeka, secretary-manager of the Kansas Motor Car Dealers Association:

"Why do authentic records at the Kansas Motor Vehicle Department show that about 30% of franchised dealers of new motor vehicles in Kansas went out of business in the past five years and were not succeeded by another dealer, and about 20% of franchised dealers of new cars went out of business the past five years and were succeeded by another dealer?

"Obviously the answer is that a majority of these dealers went out of business because they were unable to show a fair net profit on capital invested.

"Feel sure that every dealer will agree if the second largest retail industry in the state of Kansas (authority for this statement is record of sales tax collected in Kansas) is to remain in business and show a fair net return on capital invested, same is up to the individual dealer to make a complete analysis of his firm's operations from Sept. 1, 1959, to August 31, 1960, or from Jan. 1, 1960, to August 31, 1960. If your net profit after deduction for income taxes, etc., does not show a fair return on capital invested, it is up to each individual dealer to make the necessary adjustments in all departments to increase gross profits to meet the increasing cost of doing business the past five years."

Said James A. Gorman of Jefferson City, manager of the Missouri Automobile Dealers Association:

"Do you agree: It is next to impossible for that so-and-so dealer down the road to set your new-car

gross through the vagabond vehicle shopper without quite a bit of co-operation from you?

"This writer has yet to see a '61 model that just isn't what the loyal customer(s) ordered. We feel certain that you look upon your new model with even warmer feelings, and it will take quite a deal to separate you from one. This is just the point. Missouri is now in mourning occasioned by the mortality of nearly 200 franchises in our state this year.

"As we reflect on the apparent early symptoms and contributing causes to their demise, we can't help but feel that another \$100 gross on each deal might have spared them such an ignominious end.

"Now is the time to resolve your policy on '61 model sales: Don't Go For Broke. Go For Gross."

## Thompson of Ford Named By Virginia Dealer

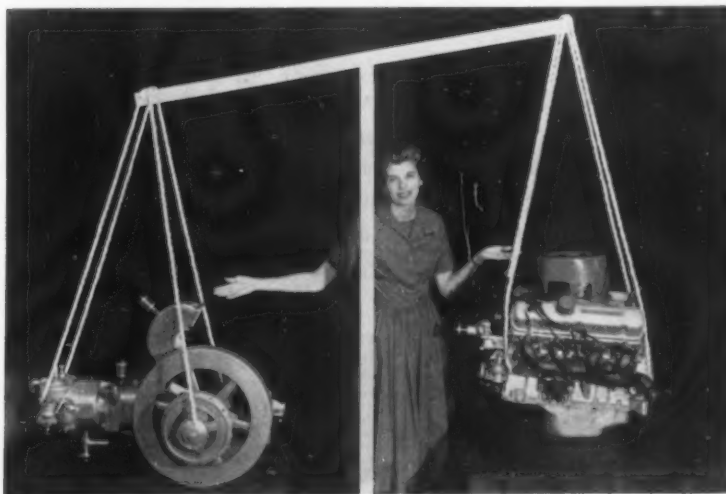
GEORGE A. Thompson, most recently assistant district sales manager for Ford Division's Washington (D.C.) district sales office, has been named vice president and general manager of the newly-incorporated Spratley-Rogers Ford, Inc., of Hampton, Va., according to P. Warren Spratley and Walter H. Rogers, president and secretary-treasurer, respectively.

A native of Lynchburg, Thompson moved to Norfolk at an early age and was graduated from Maury High School and attended William and Mary College. He joined Ford in 1946 in the Norfolk district sales office. In 1950 he became business management manager and continued in that capacity after the office moved to Richmond in 1952. Prior to joining Ford, Thompson was employed by Standard Oil Co. at Norfolk and at Charlotte, N. C.

## Glover Dies in Tennessee

B. Wilks Glover, Dodge dealer of Springfield, Tenn., died recently.

Sixty years of progress in automotive engineering is clearly defined in this picture. On the left is the one-cylinder engine which operated the Curved Dash Oldsmobiles of the early 1900's. This cast-iron motor developed seven horsepower and weighed 340 pounds. Its 1961 counterpart is the aluminum V-8 Rockette engine which powers Oldsmobile's new entry in the low-price field, the smaller Oldsmobile F-85. This engine, shown on the right, is 22 times more powerful than the old one-lunger. It develops 155hp but weighs only 337 pounds. Needless to say, the Rockette engine is much smoother and quieter than its early ancestor.





from any angle...



A complete engine is your best sell! Proof are the many shops today enjoying greater profits by treating engines as replacement parts. Save many hours of labor as well as worry over having to change an estimate after the engine is torn down. Now, your customer's car can be ready in one day—every part replaced or remanufactured according to rigid specifications. You'll eliminate customer complaints because every Rogers Remanufactured Engine is dynamometer-tested and factory-guaranteed, making it your best sell from any angle!

**ROGERS**  
Remanufactured  
**ENGINES**

*Remember, Your Reputation Rides With the Engines You Install!*





Officers of the newly-organized Texas Independent Garage Owners of America are (l. to r.): front row, Fred L. Bethel of Dallas, president; Dennis Dickerson of Paris, third vice president, and Paul Darnell of Fort Worth, national representative; back row, M. W. Wright and Bert Cook, both of Dallas, second vice president and secretary-treasurer, respectively. First vice president J. B. Smallwood of Fort Worth is not shown. The organizational meeting was held in Dallas by the Dallas, Fort Worth, Irving and Paris units.

## Texas IGOA Forms; Bethel Is President

**F**ORMATION of the Texas Independent Garage Owners of America has been announced by Fred L. Bethel of Dallas, who was elected president.

Other officers are J. B. Smallwood of Fort Worth, first vice president; M. W. Wright of Dallas, second vice president; Dennis Dickerson of Paris, third vice president, and Bert Cook of Dallas, secretary-treasurer.

The group is composed of the Dallas, Fort Worth, Irving and Paris units. More are being solicited, according to the president.

The organizational meeting heard a recording of a speech made by Henry S. Clark of Atlanta, Ga., at the national convention in Atlanta earlier this year. It was followed by a discussion of relations with the Automotive Wholesalers of Texas and IGOA by Bethel. Bill Branton of Bauer Co., Fort Worth, also addressed the body.

Officers are scheduled to serve as temporary officers until the spring of next year when they will begin a regular term to run until the spring of 1962, when new officers will be elected.

## Maryland Firm to Build France Jet Sports Car

**P**RODUCTION of the France Jet sports car in this country by the Lofstrand Co. of Rockville, Md., has been announced by France Jet Motors, Ltd.

President Jacques Fisher said a contract signed by J. Slater McHugh, vice president and general manager of Lofstrand, calls for a minimum \$5,000,000 a year for production of at least 5,000 cars a year over a five-year period. The two-seated car weighs 870 pounds and its fiberglass body reinforced with aluminum is claimed to be dent-proof and shockproof. It is said to get 65mpg and to have a top speed of 70mph. Retail price is expected to be under \$1,600.

## Savannah Dealers Name Critz

Dale Critz, Jr., has been elected president of the Savannah (Ga.) Automobile Dealers Association. Vice president is Charles Henderson and John Walsh is the secretary-treasurer. New board members are H. L. Bowyer, Curtis Lewis, George Backus and George Williams.

## 1961 Models Will Use 14.2% More Aluminum

**A**N ESTIMATED per-car increase of 14.2% in aluminum applications on 1961 U. S. cars, appearing in an annual survey of such applications conducted by Kaiser Aluminum and Chemical Corp., follows a trend established during the past decade of annual increases of from ten to 15%, according to V. E. Flaherty, automotive industry manager.

Introduction of aluminum engines will be the primary factor in the increase, the forecast indicated. Other developments noted in the study included:

Estimated net, or finished, weight of aluminum components will average approximately 62.1 pounds per car compared with an actual net usage of 54.4 pounds per car during the 1960-model year. Total net usage by the industry is expected to reach 379,000,000 pounds, while the advent of aluminum engine blocks will boost average net functional usage 7.7 pounds per car.

## Tennessee Dealer Marks 50th

Shelton Motor Co. of Covington, Tenn., recently celebrated its 50th anniversary. The dealership was formed in 1910 and is reportedly the Mid-South's oldest Ford dealership.

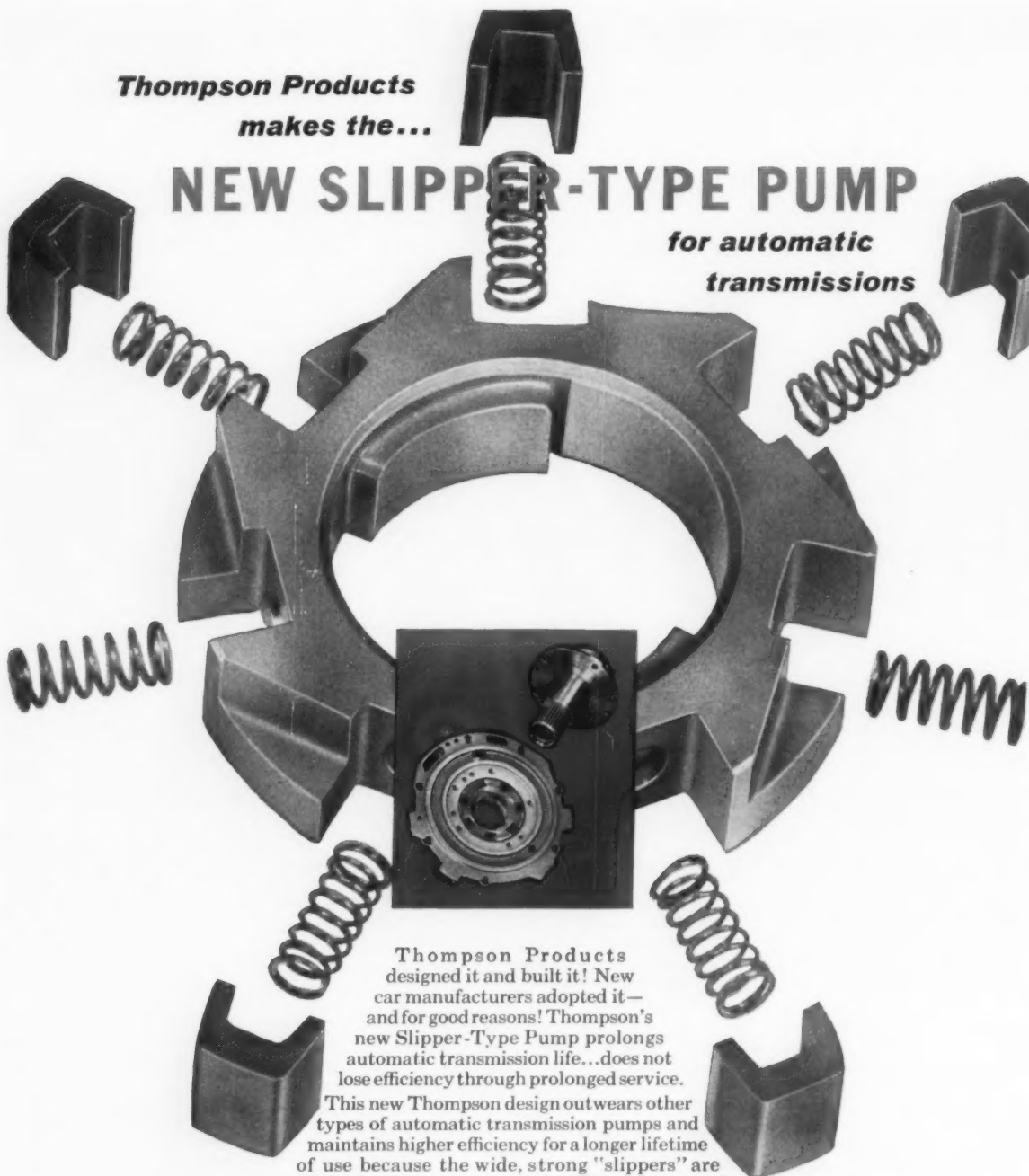
Richard N. Satterfield, 40, has been appointed executive vice president of the Tennessee Automotive Association to succeed the late David P. "Doc" Wheelchel. A native of Nashville, Satterfield is a graduate of Vanderbilt and Cumberland Universities. Since 1956 he had been executive director of the American Cancer Society, Mississippi Division. He received his law degree from Cumberland in 1941 and passed the state bar that year.



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**makes the...**

## **NEW SLIPPER-TYPE PUMP**

**for automatic  
transmissions**



Thompson Products designed it and built it! New car manufacturers adopted it—and for good reasons! Thompson's new Slipper-Type Pump prolongs automatic transmission life...does not lose efficiency through prolonged service.

This new Thompson design outwears other types of automatic transmission pumps and maintains higher efficiency for a longer lifetime of use because the wide, strong "slippers" are self-sealing. As wear occurs, the "slipper contacts" widen and seal tight against the pump bore to maintain full oil volume, thus preventing slippage in many cases.

Whether it's seals or pumps, gaskets or gears—go *Thompson Products all the way*. Our warehousing and distribution facilities assure full-line, overnight service for all your automatic transmission requirements.

**Sold thru the world's finest jobbers.**



**Thompson Products Replacement Division**

**Thompson Ramo Wooldridge Inc.**

Cleveland 3, Ohio



Newly-elected officers and directors of the Independent Garage Owners of Tennessee are (l. to r.): seated, H. G. Stubblefield and Frank J. Allen of Nashville, secretary-treasurer and executive director, respectively; Charlie Hill of Memphis, first vice president; W. C. Wilder of Nashville, national representative; D. D. Keck of Knoxville, second vice president; second row, Robert Powell of Nashville; Floyd Reed of Shelbyville; Alvin Keith of Knoxville; Charles M. Stone, Jr., of Nashville, presi-

dent; Harry Mauldin of Memphis; John W. Baker of Kingsport, who is the immediate past president, and Bill Collier of Memphis; back row, R. Whittemore and Jimmy Jones of Johnson City; Charles Palmer of Elizabethton; Joe Laughlin and Horton Barron, both of Kingsport; Ray Townsend of Johnson City; C. L. Hendrix of Chattanooga; Burl Brown of Memphis; H. M. Keedy of Chattanooga; George W. Kinnie (Knoxville jobber) and Roy Reed of Memphis.

## Tennessee Garagemen Elect Charles Stone

**C**HARLES M. Stone, Jr., of Nashville, has been elected president of the Independent Garage Owners

of Tennessee, succeeding John W. Baker of Kingsport.

Other officers are Charlie Hill of Memphis, first vice president; D. D. Keck of Knoxville, second vice president, and H. G. Stubblefield of

Nashville, secretary-treasurer. W. C. "Josh" Wilder, also of Nashville, is national delegate.

The association has instituted its first group insurance program for members and employees and plans are underway to provide other services of this type in the near future.

Within the past eight months membership has increased 25%, according to Executive Director Frank J. Allen, who also announced the formation of a unit in Johnson City with Ray Townsend as president.

Organizational meetings are being held throughout the state, Allen said, one of which took place in Memphis with jobbers, owners and Booster Clubs participating. That meeting was attended by Ralph H. James, executive director of the Independent Garage Owners of America, and Joe Del Greco, president of Automotive Booster Clubs International. The next meeting of this kind will be held in Nashville Dec. 1.

Aimed at raising the standards of garages throughout the nation, the IGOA movement was born six years ago and has spread into nearly 40 states—particularly throughout the South. Its members subscribe to a code of ethics aimed at more rigid repair operations.

"Now, after you start you may hear rumors about my being hard to get along with."





**ALL THE THRILLS AND SPILLS OF THE BIG TRACKS!**

This exciting, realistic game includes 10 sections of curved roadway, 2 sections of straight roadway, 2 powered racing cars, 8-piece ramp set, and transformer.



Get It Now for Christmas Giving!



# AUTOLITE STOCK CAR RACING GAME

**Manufactured by American Flyer especially for Autolite! This electric, remote-controlled racing game (\$34.98 value) can be yours when you purchase Autolite Spark Plugs.**

Watch the kids' faces light up when they discover this realistic, all-electric racing game under the Christmas tree. There's nothing like it anywhere that provides as much fun and excitement as this spine-tingling racing game now offered by Autolite. It duplicates the spills and chills of real racing . . . with authentic-looking hot rods . . . with figure-8 grooveless track that gives each player an equal chance to win . . . with remote dual control transformer to make the cars go. It's a wonderful gift . . . one that's easy to get now and lay away for Christmas! Don't delay. Your Autolite Spark Plug Wholesaler has all the money-saving details. Call him today!

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**YOUR  
AUTOLITE  
WHOLESALE  
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### THIS 6-SHOOTER NEVER MISSES!

Kodak's remarkable NEW 6-shot Flashholder eliminates fumbling to replace hot bulbs and missing all the action! Simply twirl the holder and PRESTO—next bulb automatically pops into place, ready for the next shot. The Kodak Flashholder is complete with 2 magazines, each holding 6 flash bulbs.

*Both the Brownie Starlet Kodak and the 6-Shot Flashholder carry the Kodak one-year guarantee.*

The makers of MARVEL MYSTERY OIL have timed this Marvel Kodak Special to help you do your Christmas shopping *early and easily!* This terrific 20-piece camera kit should be the most popular gift under Christmas trees this year, for it means fun for the whole family. It includes everything necessary to take clear black-and-white or color snapshots as well as beautiful color slides.

**Ask your jobber for details.** This sensational \$24.95 value is available with an order for a case of quarts and a case of pints of MARVEL MYSTERY OIL (substitute orders for other Marvel products permitted). Most jobbers have recommended MARVEL MYSTERY OIL for over forty years, but if your jobber can't supply you, write or wire us for complete details. *Act now! The offer expires December 31, 1960.*



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## **HYDRAULIC REPLACEMENT BRAKE PARTS**

### **fit right... work right...**

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You help protect the lives of your customers when you use Wagner Lockheed Replacement Brake Parts... These top-quality products fit and function correctly because they are manufactured by the same machinery — to the same specifications — as Wagner parts used for original equipment.

Line includes master and wheel cylinders, repair kits, pistons, springs, washers, cups, hose and all related items for every make and model vehicle. Available individually or in factory sealed kits.

Every product in this top-quality line is engineered to perform safely at the higher tempera-

tures generated in modern braking. This enables you to turn out better, safer brake jobs — and make more satisfied customers.

There's a supplier of Wagner Products located near you. Look to him for Wagner Lockheed Brake Parts, Brake Fluid, Power Brake Repair Kits, Brake Lining and Lined Brake Shoe Sets... one call gets all!

Ask for details, or use coupon for FREE copy of 1960 Catalog AU-1. Also ask about how easily you can qualify to become a Wagner Franchised Dealer — and enjoy many special benefits.



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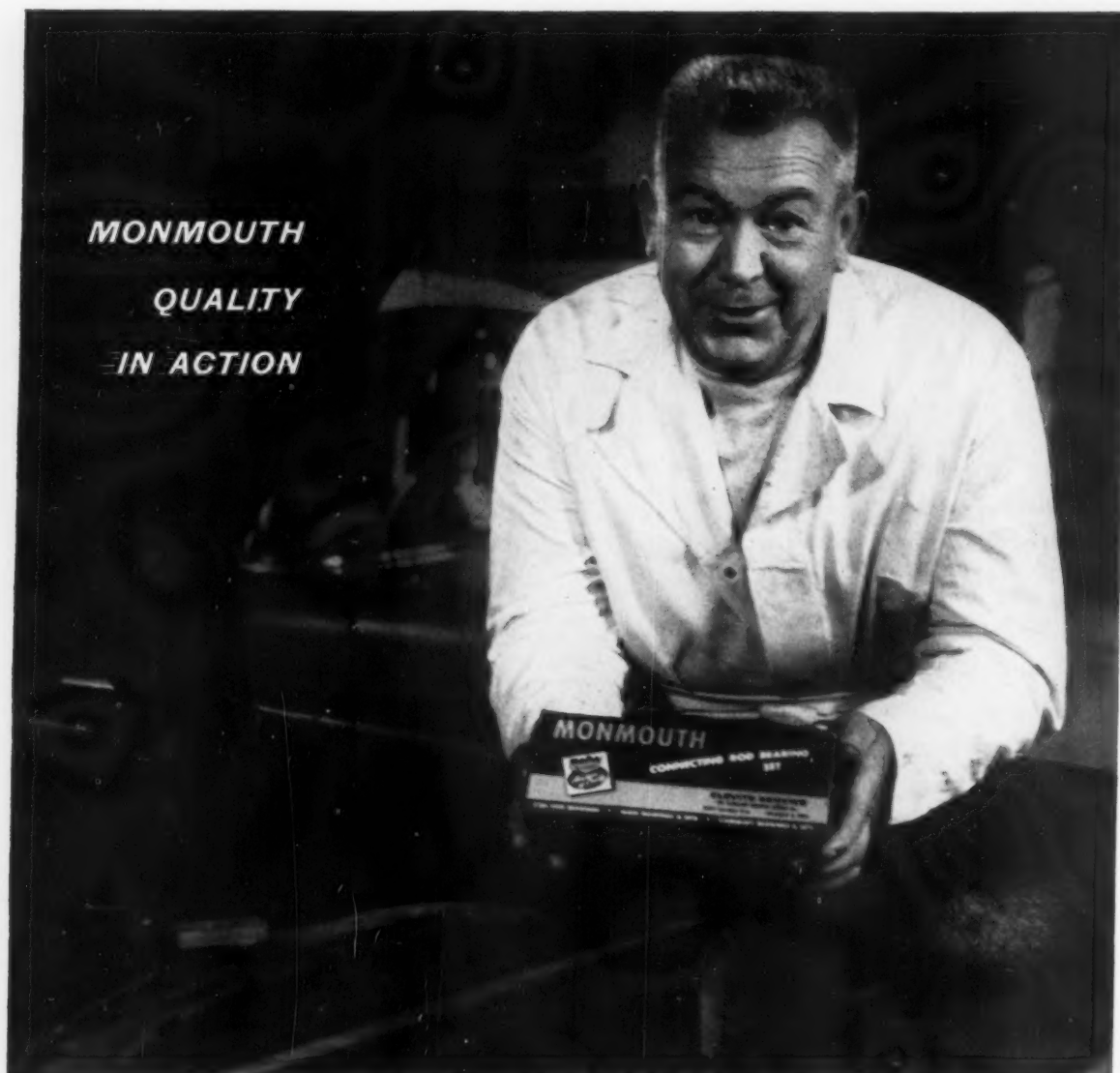
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... but in today's modern, high compression engines you've got to use the best. That's why I rely on Monmouth. After 41 years in the business, I know that Monmouth's trouble-free performance means satisfied customers."

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Low premium "customer insurance" is yours when you install . . .

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<b>270-292 CU. IN. ENGINE</b> COMP. RATIO: 8.1:1 COMP. PRES.: 140 PSI PRIME FUEL: 1.2-2.2	<b>IGNITION COIL</b> Ford FACT1009A 1.40-1.54 Ohms 100-1500 Ohms <b>CONDENSER CAPACITY</b> 21-25 MFD <b>SPARK PLUGS</b> CHAMPION 107-800 277-800 GAP = .013-.017 TORQUE 15-20 FT. LBS.	<b>MILE SPEED</b> STAND. TRAN.: 475 MPH AUTO. TRAN.: 410-430 MPH <b>IGNITION TIMING</b> STAND. TRAN.: 2° BTDC @ 475 MPH AUTO. TRAN.: 4° BTDC @ 475 MPH BKT. VAC. LINE DISCONNECTED <b>DISTRIBUTOR ADVANCE</b> TOTAL 42-50° CRUISE ONLY 15-24°
<b>DISTRIBUTOR</b> 57A13127A Ford Service 17.00 Cu. In. 28-35 PSI 214-215° 2° MAX.	<b>DISTRIBUTOR MECHANICAL ADVANCE</b> 217 215 210 200 110-120° 12-14° 15-17° 18-20°	<b>VACUUM ADVANCE</b> VAC. 10-12° 14-16° 18-20° 22-24° 26-28° 30-32° 34-36° 38-40° 42-44° 46-48° 50-52° 54-56° 58-60° 62-64° 66-68° 70-72° 74-76° 78-80° 82-84° 86-88° 90-92° 94-96° 98-100°

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At a glance...right where it is handiest...all the technical data for all cars since 1956! A card for each car and model number. This is Sun's new exclusive for all mechanics who use Sun or any other make of test equipment! It's a continuing Passenger Car Specification Service that every year from now on will keep you up-to-date.

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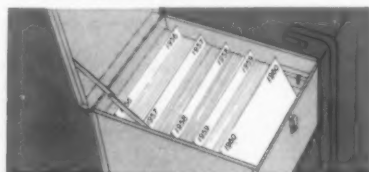
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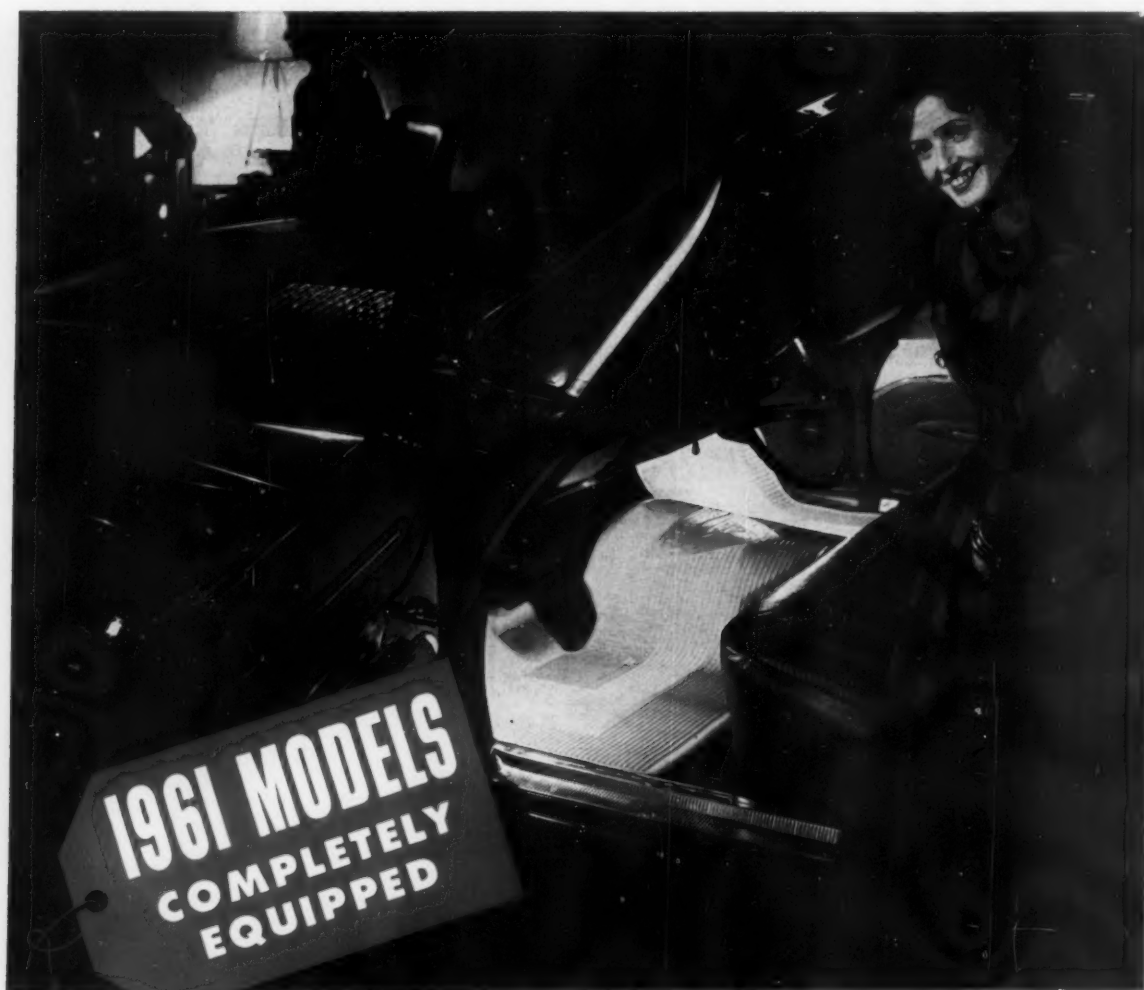
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## Including Rubbermaid Krestliners

### CUSTOM FIT FOR ALL 1961 CARS

Completely engineered as the modern interiors and new features of the great 1961 cars—Krestliners are available with special custom tailored sizes that assure true door-to-door fit, and in beautifully harmonizing colors. New car owners are prime customers for this tough-wearing, floor-protecting accessory—and they'll quickly recognize Rubbermaid's nationally known quality.

Stock Rubbermaid Auto Accessories . . . the complete custom fit line for all late model cars.



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Schepker's Service attracts prospects and customers by offering quality servicing and parts . . . their combination for success on Kenosha, Wisconsin's bustling "Gasoline Alley".

The few seconds spent in grinding brake shoes pays off with perfect lining-to-drum contact which eliminates noise, grabbing, pulling and other problems that can cause profit-cutting come-backs.



# Why you should get into Brake Servicing Now!

**You may be losing customers—and money**

Of all the services being offered by Service Stations to augment their profit picture, Brake Servicing is the most beneficial for several reasons: 1) a complete brake job averages about \$27 gross profit, 2) it leads to other profits on related items such as brake parts, fluid, seals, etc., 3) it builds business on gas, oil, TBA items and other services such as tune-up, mufflers, etc.

Yes, without Brake Servicing you may well be losing customers—and money—to others who do Brake Work.

Take the case of Schepker's Service, Kenosha, Wisconsin . . . located on a strip known as "Gasoline Alley"—a testing ground for the survival of the fittest of no less than 11 Service Stations. They added Brake Service to supplement profits and now find that they are moving ahead on one of the most competitive streets in the country.

Schepker found that the requirements for starting in Brake Servicing were 1) dependable Service Equipment, 2) quality service Parts, and 3) merchandising that sells the service.

A local Parts and Equipment Distributor was of great assistance in getting Schepker into successful Brake Servicing by supplying proper Equipment plus quality Brake Shoes and Parts.

## Proper Equipment Essential

Through his Distributor, Schepker contacted AMMCO TOOLS, INC., prominent Brake Service Equipment and Tool manufacturer, who markets the most popular and easy-to-use Brake Service Equipment.

AMMCO'S Model 3000 "Safe-Turn" Drum Lathe brings in extra profit from both drive-in customers and other less-equipped shops. Schepker, for example, now realizes a gross profit of over \$2.00 on each drum turned, instead of the 50 cents grossed when drums were turned elsewhere.

The AMMCO "Safe-Arc" Grinder assures perfect shoe to drum contact. Even inexperienced help can accurately grind shoes for all four drums in less than four minutes.

## Mobile Shop Has All Necessities

Rather than equip his shop on a piece-meal basis, Schepker set up with AMMCO'S versatile No. 20 Brake-Shop-On-Wheels which includes a "Safe-Arc" Grinder and "Safe-Turn" Lathe, Drum Mike, Brake Hone, and other accessories—all mounted on a rugged



Profit of over \$2.00 is realized on each drum turned instead of the 50 cents grossed per drum when sent outside.

Mobile Bench. Only one complete brake job a week pays for the Equipment and brings in a handsome profit, too.

This self-contained portable unit includes a colorful sign that promotes precision Brake Service. This sign—combined with merchandising aids available from AMMCO—assures a steady stream of profitable customers.

## Proper Training Important

Training is also an important phase of Brake Servicing. AMMCO has 35 fully equipped Mobile Show-How units manned by factory-trained technicians to demonstrate the know-how that leads to precision workmanship.

Also, their 316-page quick reference, easily understood Brake Service Manual is available. Featuring over 850 illustrations, the Manual covers brake maintenance, parts machining, trouble-shooting and power brakes.

Shops wishing to investigate the fast-growing Brake Service market, and those interested in up-dating out-moded equipment can obtain an informative booklet from AMMCO, *How One Station Earns \$16,800 Extra Annually*. The booklet describes a typical shop's success in Brake Service, and includes helpful service tips. Send for a free copy, AMMCO TOOLS, INC., 2158 Commonwealth Ave., North Chicago, Illinois.

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**FOR 1961**

## **1 RAMBLER AMERICAN** *The Economy Compact*

The recognized Economy King is all-new in style and beauty for '61. More compact than ever—even easier to park and garage. See the new American Beauty with room for a family of six.



## **2 RAMBLER CLASSIC 6 and V-8** *The All-Purpose Compact*

Only Rambler Classic gives you the Best of Both: big car room and comfort . . . compact car economy and handling ease. Choose from two great engines—America's only Die-Cast Aluminum Six—or high performance V-8.

## **3 AMBASSADOR V-8 by Rambler** *The Luxury Compact*

Here is the fine balance of the elegant and the agile. Luxurious room for six 6-footers combined with trim exterior size . . . stronger, safer Single-Unit construction combined with your choice of 250 or 270 H.P. V-8 engines.

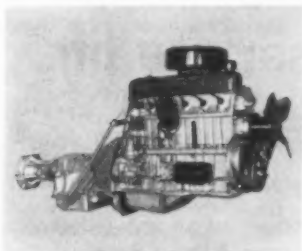


**RAMBLER...The New World**

# Compact Car Field...



## See These New Rambler Exclusives



**AMERICA'S ONLY  
DIE-CAST ALUMINUM SIX**

The new engine proved by over 2 million test miles. Reduces front-end weight by 80 pounds. Aluminum die-cast under enormous pressure to a flawless perfection that has never before been possible.



**NEW WARRANTED  
CERAMIC-ARMORED MUFFLER**

A Rambler first! Muffler and tail-pipe—coated with a special ceramic material that protects against corrosion—are warranted against defects for as long as the original owner owns a 1961 Rambler.



**NEW CUSHIONED ACOUSTICAL CEILINGS  
OF MOLDED FIBER-GLASS**

Deadens road noises by at least 30%. Increases headroom. Insulates against summer heat and winter cold. Permanently shaped for perfect fit. Standard on 1961 Rambler Classic and Ambassador models.

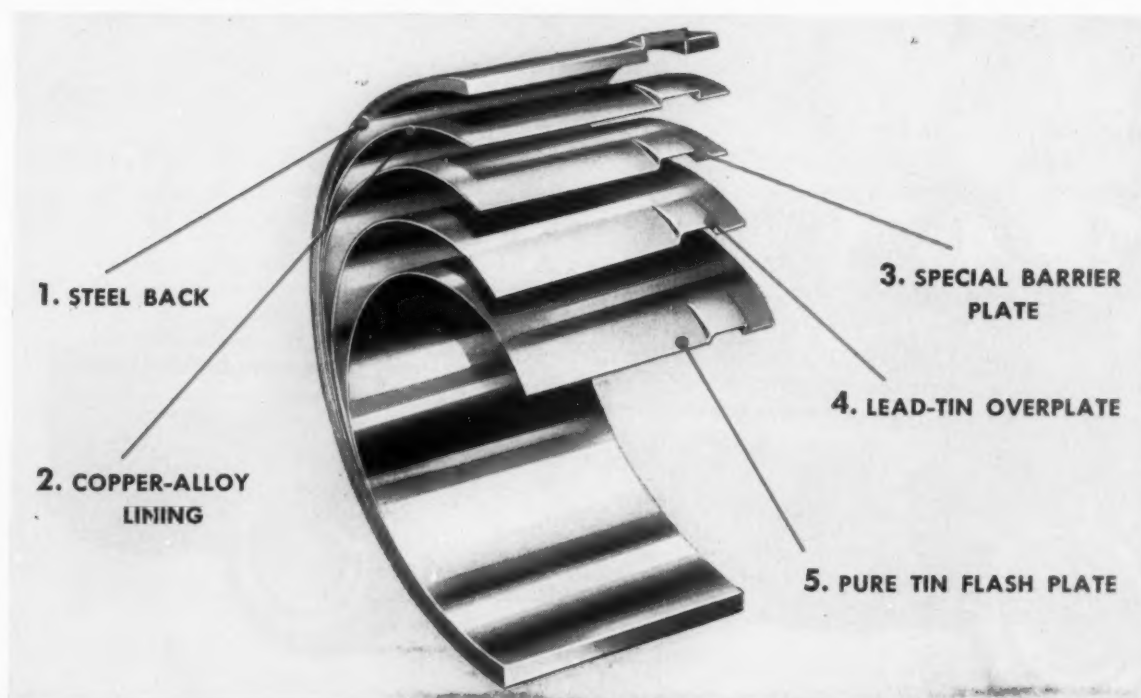


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*At the National Auto Show*  
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On display for the first time—America's favorite compact in America's most glamorous body style!

## Standard of Basic Excellence

Better products, *faster*, from your Federal-Mogul jobber:



## Federal-Mogul builds CP bearings in 5 layers ... each vital to extra-long service life



Your customers expect—and get—thousands of extra miles when you install Fm bearings. Here's why:

Manufacturing Federal-Mogul CP-type sintered bearings is an exacting process. In the bearing layer, for example, there are thousands of super-fine copper-lead alloy particles, and each one must have an unvarying composition ratio. The finished bearing itself is machined and plated to close tolerances.

These five metallic layers give you longer bearing life: 1. Steel back for strength and bond; 2. Copper-lead sintered lining; 3. Special barrier plate for lining stability; 4. Lead-tin overplate for smoother "break-in"; 5. Pure tin plating for corrosion resistance.

Precision-engineered Fm engine bearings are made in thousands of types and sizes, standard and undersized. Your Federal-Mogul jobber can give you fast delivery on the bearings you need. Call him today!

# FEDERAL-MOGUL ENGINE BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN





***"Don't Go There Unless  
You Expect to Buy Something"***

# "He Sells All the Time"

By **BILL ABBOTT**

**H**ENRY Witt is a prize-winning salesman who goes for a double quota in every sales contest he enters—and usually makes it.

That is why any search in South Florida for outstanding sales performance usually leads to Henry's Service Station at Temple Terrace, a rapidly growing Tampa suburb. You'll find Henry there with five driveway salesmen, a mechanic and two girl cashiers, all busy. And you'll soon find out why, despite the competitive presence of nine other service stations within a city block.

Take the advice, however, of territorial managers, distributors, jobbers and salesmen who know Henry Witt, and who tell you, "Don't go there unless you're prepared to buy something. He's selling all the time, and he makes you like it."

Having just topped his field of 96 area rivals in tire sales and several hundred territorial competitors in TBA volume, he is eagerly and earnestly bearing down at the moment on headlamps and smaller lights. He is trying to raise his normal sale of from four to six cases of headlamps a month just to prove it can be done, and underscore a

personal belief that lamp sales could stand more organized promotion.

"Somehow, lights have been a taken-for-granted item too long," he said. "They've got lost in the shuffle of air filters, brake fluid, cooling system, tires, batteries, spark plugs and what-not. All of us have missed sales by waiting for the car owner with a burned-out headlamp to buy another. That's just not salesmanship."

Henry, who invites a first-name address, added that he had taken his salesmen to a number of product sales clinics which had benefited their volume, but he had lacked promotional material and pressure on headlamps.

"That might be merely a local situation," he explained, "and I am sure it will be corrected, but we could use a little sales push."

Then, in characteristic fashion, Henry went on to enumerate what he believes are overlooked possibilities of lamp sales: First, every car uses from two to four head-

lamps, and 20 or more miniature lamps. One or more of these lamps are out in at least one of every ten cars. For every headlamp that is out and must be replaced, there are three or more others that are faulty and should be replaced. In other words, there is a market, if you recognize and seek it.

Although some price structures are flimsy, headlamps are among the highest profit items in the TBA list. Henry buys his headlamps at a legitimate \$1.68 and retails them for a legitimate \$2.59, a 91-cent unit profit.

"I believe it's about the best profit item we carry," he said.

Headlamps and smaller lamps require no heavy inventory. For general coverage, Henry stocks four types of headlamps and 12 types of others, including six fast movers and the versatile No. 1034 which fits four uses in most cars.

"A child can sell a headlamp when one is burned out," Henry said, "but the payoff comes from selling sealed



No customers, especially women, escape Henry Witt's sales pitch for lamps and other package items. He delights in winning sales contests from time to time.



One of ten stations within a block, Henry's Service Station is always busy because of its owner's salesmanship.

beams before they go out and somebody else gets the sale wherever the car happens to be.

"I know of cars that have been without one or more smaller lights for months and nobody paid any attention. Time after time, garages and service stations will just walk away from a dark trunk, glove compartment, car interior or dash."

"You won't get rich on small-lamp sales, but when you replace one, the car owner will appreciate it. He'll remember it as extra interest and service. That good-will is worth much more than the small sale. It's valuable."

All of which sounds fine to the doubting Thomas, but how do you overcome the taken-for-granted general attitude toward lights? How do you sell a new lamp when the old one is burning—like trying to sell a leaky roof replacement when the sun is shining? Here are Henry's answers:

"You've got to sell three people: yourself, your employees and your customers. The first two are the hardest. You've got to get light-minded, just as you get tire- or battery-minded during sales competitions."

"Think lights—talk lights—show lights."

Henry finds the best time and place to sell lights is any time and any place. To emphasize the point, he explained that he replaces a lot more burned-out headlamps in daytime than at night.

"Look for sales any time, any place," he elaborated. "On headlamps, watch for moisture or water inside them. Look for rust, dingy or blackened reflectors. Find any one of those conditions, and you've just

**If you doubt the big market for lamp sales, just look at what the National Vehicle Safety-Check turned up earlier this year in safety-checking 1,327,538 motor vehicles:**

Items Checked	Cars	%	Trucks	%	Total	%
Rear lights	112,547	31.3	8,941	30.8	121,488	31.2
Front lights	63,115	17.6	4,441	15.3	67,556	17.4
Brakes	49,476	12.7	3,403	11.7	52,879	13.6
Exhaust	36,454	10.1	2,626	9.1	39,080	10.0
Tires	31,764	8.8	1,940	6.7	33,704	8.7
Windshield wipers	20,579	5.7	2,002	6.9	22,581	5.8
Steering	19,640	5.5	1,301	4.5	20,941	5.4
Glass	13,324	3.7	2,034	7.0	15,358	3.9
Horn	8,988	2.5	1,252	4.3	10,240	2.6
Rear view mirror	4,203	1.2	1,084	3.7	5,287	1.4
	360,090	100.0%	29,024	100.0%	389,114	100.0%

about made a sale.

"On the small lamps, take every opportunity to switch on the ignition, and see if any are burned out. The customer will thank you."

"When we get a car on the lube rack, lights are the first thing we check. We replace every defective one then and there. Nobody has objected yet."

"When we find a defective headlamp on the driveway and the owner is present, we bring out a new lamp, show it, point out recent improvements and tell the man or woman owner the old lamp ought to be replaced."

"They'll buy nearly every time, particularly the women. They seem to be more safety- and emergency-conscious than men. They seem to be afraid of something going wrong that they might get blamed for. Sometimes, men will tend to put off the deal. In that case, you tell them it'll take only a minute and it goes on their other bill. That works, likewise."

"We keep lights prominently displayed inside the station. Granted, they're not as much an impulse item as some other lesser essential TBA merchandise, they are bound

to be a good reminder that lights are always necessary and should be checked frequently."

Throughout all this sales talk, Henry emphasized two things: One, that there's no secret in selling lamps, and, two, all it takes is a little attention and effort. With that, sales are almost automatic, along with a good profit and worthwhile good customer relationship.

The SOUTHERN AUTOMOTIVE JOURNAL visitor was so impressed, he was taken hold by the suggestion that "maybe this is a good time to get my lights checked."

And sure enough, it was. The reflector of one headlamp was so blackened after two years of use that it was plainly visible when you noticed it.

Henry was surprised himself. He thought it was a ruse to trick his salesmanship, but it was a true coincidence. A new headlamp was sold (\$2.59 plus sales tax) without further words.

The visitor remembered then that he had been advised not to go to Henry's Service Station unless he intended to buy something.

Henry's salesmanship had won again.



# Shop Volume Is Up or Same for 70%

By **BILL HERBERT**  
Editor

**S**HOP volume is higher—or at least holding its own—this year over last year for 70% of the respondents to a survey mailed to 800 car dealers and garagemen over the South and Southwest last month.

By the middle of last month 40% said their shop business was higher than the same period of last year. Thirty per cent reported the same volume and 30% listed a downturn.

Asked how they expected the entire year to wind up, 53% said they looked for a figure higher than 1959's, 25% figured the same amount and 22% anticipated a decline. Incidentally, 36% said that this year they had or would raise their hourly mechanical labor rate.

With a rare exception, where increased volume was reported for this year the amount was 10% or less, although a few cases bobbed up of as much as 25%. The declines were of the same percentage stripe, usually hovering a few points below last year's experience.

Rebel Chevrolet Co. (Chevrolet-Oldsmobile) reported its shop volume higher by 20% and John L. King of this Oxford, Miss., dealership attributed it to "better service, more friendly and prompt."

The \$4 labor rate there, effective for nearly four years, will be raised.

Leo Hartfield of Leo's Garage (also a J. I. Case dealer), Hope, Ark., said his volume was 10% lower and blamed it on "too many payments on new cars, radios and TV's.

People are living above their income."

R. S. Lincoln of Reliable Chevrolet Co., a veteran dealership at Meridian, Miss., said his volume was down 5% because of "bad spring weather and lack of farm business."

"The shop volume's being down does not tell the whole story," he added. "Labor on passenger cars increased about 3%. Other categories, including factory claims, are down."

A Missouri dealership reported a decline of 10% and wondered if part of this were not due to "owner trend toward his service station."

A Seaford, Del., dealership's shop business was up 30%, attributable at least partly to "having pushed the G.M. Guardian Maintenance program."

Louis C. Milkint of Milkint's Garage (De Soto-Plymouth), Thomas,

W. Va., reported a decline of 20%. The coal industry has been suffering in that state for some time, although lately some parts wholesalers—including some of the biggest in the Mountain State—have listed a rise in sales.

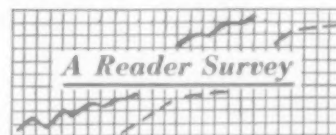
Volume was the same at Stephenson Ford Sales, Inc., DeWitt, Ark., and F. E. Stephenson, Jr., remarked that "it would help if we could obtain enough qualified mechanics."

Elmer Crum reported a rise of 10% for Elmer Crum Garage at Greeneville, Tenn., and credited it to "being careful to avoid mistakes."

D. W. Jackson accounted for a 5% rise at West Coast Garage, Largo, Fla., as being due to "good service." His labor rate of \$4.50 will be left unchanged.

Burwell Chevrolet, Inc., Spartanburg, S. C., has chalked up a 14.4% increase in shop volume due to "special promotion and general business trend." The labor rate of \$4 an hour, inaugurated six years ago, is to be raised.

Jack Hildreth said "we lost ground the last four months" at De Luxe Auto Service, Dallas, Texas, and wondered if it could be blamed on a "recession." His sales were down 3%. He has been trying to combat the decline with "personal contacts



and phone calls." His labor rate of \$5.50 has been effective since 1956.

A 10% rise has been marked down at Wilder Motor Co. and W. C. "Josh" Wilder attributed this to "employe incentives, inflation and the Independent Garage Owners of America" for his Nashville, Tenn., garage. (He is second vice president of IGOA and a past president of the  
(Continued on page 64)

## 36% Plan to Raise Labor Rate

**As was true in other reader surveys in recent years, the trend toward raising the mechanical labor rate continues. 36% of the respondents said they either had lifted their hourly charge this year or would do so. Of the remaining 64%, many have increased their rate within the last 18 months. The highest charge reported in this study was \$5.50 an hour.**

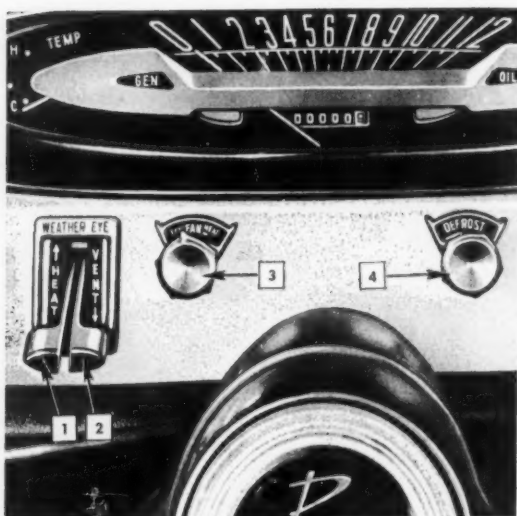
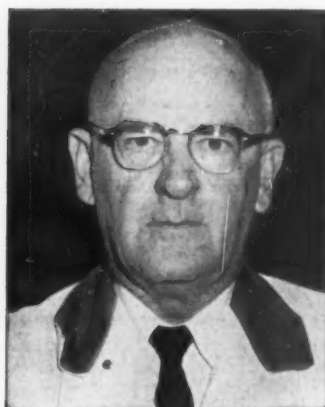


Fig. 1—Damper, fan and water valve controls of the Rambler Weather Eye: 1—water valve control lever, 2—cowl ventilator damper control, 3—fan switch and heat and air inlet damper control, and 4—defroster damper control.



By E. M. LOWERY  
Technical Editor

## Servicing the Rambler and Falcon Heaters

**I**T SEEMS that it is our job to keep 'em comfortable as well as safe—cool in the summer and warm in the winter.

We thought it was only yesterday that Mr. J. . . . upset the entire shop because his car's air conditioner would only cause the thermometer (which he had stuck in a discharge duct) to register 46° when the ac-

tual ambient temperature was 95°.

We surely must have been mistaken, because Mrs. S. . . . pulled the same type act today, stating she nearly "froze to death" while coming to work this morning, because her car heater would not work.

When she was asked just how far she had to drive before reaching her office she replied, rather haught-

ily, "About ten blocks."

Well, anyway, if we put that cold weather comforter in good condition and keep it so, they will be happier—and that is what we want.

Here is how to handle the Rambler Weather Eye and the Falcon fresh air heater:

The Weather Eye system:

The Weather Eye is designed to provide clean, fresh filtered air for summer driving and fresh filtered and heated air within the car for winter driving.

It is, therefore, very important to know how the Weather Eye functions and is operated to obtain the best possible results.

Controls:

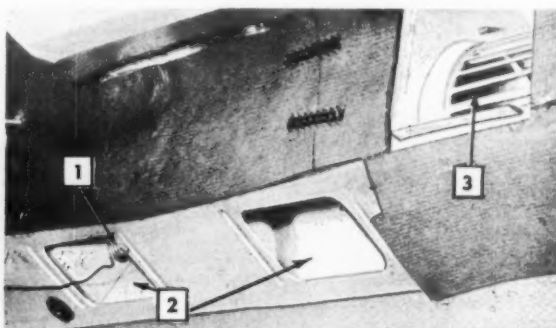
The damper, fan and water valve controls are situated to the left side of the steering column on the instrument panel (Fig. 1).

The left-hand lever "HEAT" operates the water control valve. The valve is opened with upward movement of the lever. The right-hand lever "VENT" operates the cowl

Fig. 2—Heat and air inlet damper (heat distribution duct removed) of the Rambler Weather Eye.



Fig. 3—Heat and vent ducts (heat distribution duct and heat and air inlet damper removed) of the Weather Eye: 1—water control valve capillary tube, 2—heat and vent ducts and 3—heater fan and openings to heat distribution duct.





ventilator damper. The damper is open when the level is in the lowered position.

The fan control operates the two-speed blower motor and the vacuum-operated heat and air inlet damper. The damper is situated on the dash panel at the heat and vent duct openings (Figs. 2 and 3).

The two-speed blower motor is turned on by rotating the fan control clockwise to high and low blower speed. At the same time the heat and air inlet damper closes off the heat and air inlet openings in the dash panel (Fig. 4).

The heater and fan control switch operates a vacuum valve which in turn actuates a vacuum diaphragm and link to close the damper during the use of the blower motor and fan for forced and/or defroster heat. The diaphragm is held open by spring and atmospheric pressure during the time that the fan is not being used. This holds the heat and air inlet damper open during ram air heating or fresh air ventilating.

Vacuum operates the heat and air inlet damper rod whenever the heater and fan control switch is turned to either the high or low position.

The defroster damper is operated by the upper-right-hand control; when the knob is pushed "in," the defroster damper closes off the defroster air duct to the defroster openings on top of the instrument panel.

#### Summer driving:

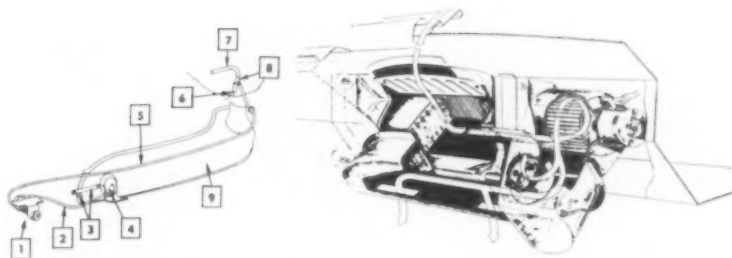
The cowl ventilator damper should be open at all times except when washing the car. Move the vent lever to full "up" to close the cowl ventilator damper.

During summer operation, with the water control valve in the fully closed position and the cowl vent damper open, air entering the cowl ventilator passes over a rain shedder baffle to prevent moisture from entering the car. Air entering the open cowl ventilator is screened, filtered and circulated within the car.

The fan and heat damper control switch is in the off position and the defroster control knob is pushed "in" during summer driving.

#### Winter driving:

The Weather Eye is part of the engine cooling system and depends



Left: Fig. 4—Vacuum-operated heat and air inlet damper on Weather Eye: 1—heater and fan control switch and vacuum valve, 2—vacuum line to diaphragm control, 3—diaphragm link and damper rod, 4—vacuum diaphragm, 5—vacuum line (source to vacuum valve on rear of heater and fan switch), 6—vacuum source (fuel pump booster), 7—vacuum tube to windshield wiper, 8—tee and 9—heat distribution duct.

Right: Fig. 5—Defroster air circuit of Rambler.

on normal engine operating temperature and air flow through the cowl ventilator to heat the interior of the car.

**Note:** For most efficient operation in extreme cold weather, a 180° thermostat is recommended when using a permanent-type anti-freeze.

With the cowl ventilator damper and the water control valve open, fresh air enters the cowl ventilator and is filtered and heated as it passes through the heater core to the heat duct openings along the toe panel. It is then circulated within the car at average driving speeds. Added heat can be obtained in the rear passenger compartment by opening the rear quarter ventilator or rear window slightly.

The defroster damper control knob should be pulled out slightly to allow heated ram air to keep the windshield clear during normal highway driving.

The blower fan, situated on the right-hand side and below the heater core, may be utilized to circulate fresh filtered and heated air while driving in slow traffic with the water control valve fully open. The fan knob is rotated clockwise to the high blower speed. At the same time, the vacuum diaphragm moves the vacuum-operated heat and air inlet damper to close the heat and vent ducts in the dash panel. The heated air is then drawn from the heater hopper box by the blower and directed to the heat distribution duct and into the car through the lower opening in the duct.

Modified positions of the cowl ventilator damper may be obtained by moving the vent lever down.

#### Defrosting:

Windshield defrosting is accomplished by the combination heater and defroster fan situated on the right side and below the heater core.

Fresh air is forced in through the open cowl ventilator while the car is in motion or drawn in at idle or slow speed by the combination heater and defroster fan. The defroster knob is pulled "out," which opens the defroster damper to the defroster air duct and the defroster outlets on top of the instrument panel.

The fan knob is then rotated clockwise to the high blower speed. This also closes the heat damper against the heat and vent openings in the dash panel. The blower motor draws the heated air from the heater hopper box, delivers it to the defroster air duct and in turn to the defroster deflector openings and onto the glass, also into the heat distribution duct where a portion of the heated air is delivered along the floor and into the car interior (Fig. 5). In de-icing where warmer air is required, it is necessary to open the water control valve wide open to allow more heated air to be deflected to the windshield.

The defroster knob should be pulled "out" slightly to open the defroster damper and allow heated ram air to keep the windshield clear during normal highway driving.

#### Water valve and control:

The water control valve position is operated manually. Thermostatically it controls the amount of coolant passing through the heater core in any position except "Off" or "High" position.

The thermostat incorporated in the valve has a flexible control tube leading from a small gas-filled chamber and bellows to a position directly below the heater core as

## December: Chrysler's New Starter

**Servicing Chrysler Corp.'s new starter and starter drive will be taken up next month. You're going to be seeing more and more of these new products.**

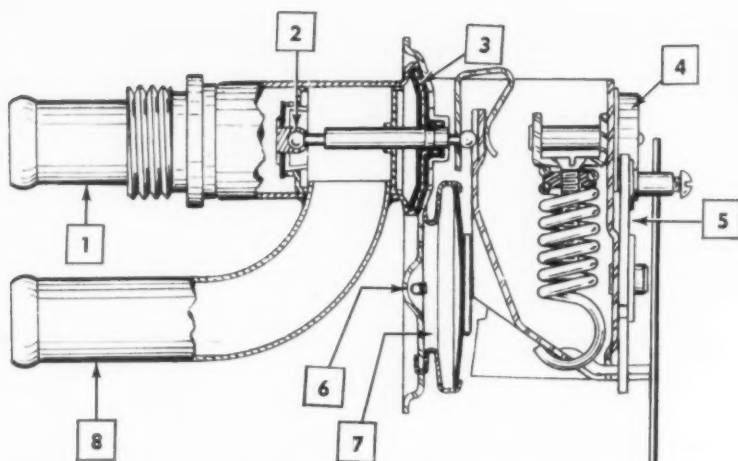


Fig. 6—Water control valve on Rambler: 1—valve outlet tube to upper heater core tube, 2—water valve and metering guide, 3—water seal, 4—manual control roller, 5—operating cam, 6—capillary tube, 7—bellows and 8—water inlet tube from cylinder head.

shown in Fig. 3.

To open the water control valve, the heat lever is moved vertically from the low "Off" position to the upper "High" position. Moving the control to the highest position allows the full flow of water to pass through the heater core.

#### Automatic control:

With the water control valve locked in the "Off" position or in the "High" position, the automatic feature will not operate.

Intermediate positions of the control lever will govern the automatic control. The temperature of the air surrounding the capillary tube controls the volume of water flow through the heater core by thermostatic action (Fig. 6). Passenger comfort will determine the correct control knob position.

Water valve control and water valve removal:

Remove the knobs from the vent

and heat control levers on the control panel on the instrument panel.

Remove the control lever assembly by removing the screws on the inside lower edge of the instrument panel and withdraw from the rear of the control panel. The cables and housing are then removed from the clamp. Open the water valve and drain at least a quart and a half of water from the cooling system to allow removal of the water control valve. Disconnect the hoses from the water valve on the outside of the dash panel. Remove the capillary tube from the dash panel. Remove the cable housing and cable from the clamp. The cable can now be slid off the water control valve bellcrank. Remove the water valve to dash panel mounting screws.

#### Water control valve adjustment:

The water control valve cable adjustment is of extreme importance. To correctly adjust the cable, the

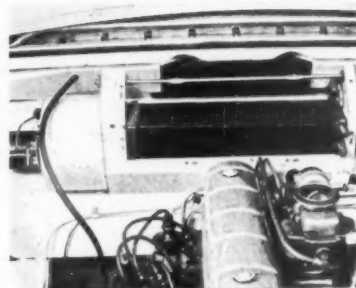


Fig. 7—Heater core removal.

lever on the dash must be in the "Off" position and the water control valve cam must be in the "Closed" position prior to retightening the cable securely in the clamp.

The equalizer spring on the water control valve serves as a counterbalance for the bellows spring to prevent movement of the valve without control operation.

Fan switch and heater air damper control removal:

Remove the knob from the fan control shaft on the control panel. The switch and damper control can be withdrawn from the instrument panel after the (French) mounting nut, switch wires and vacuum lines have been removed.

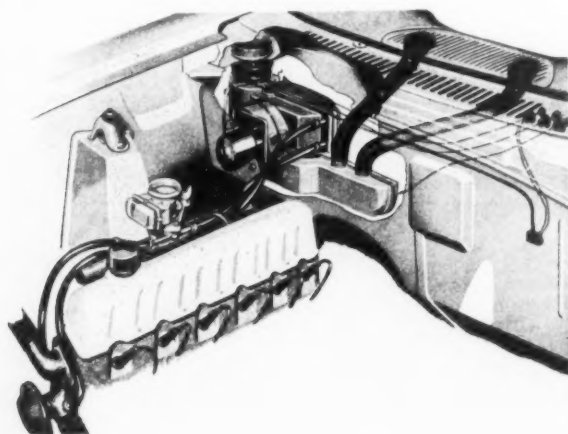
#### Damper adjustments:

##### Cowl ventilator damper:

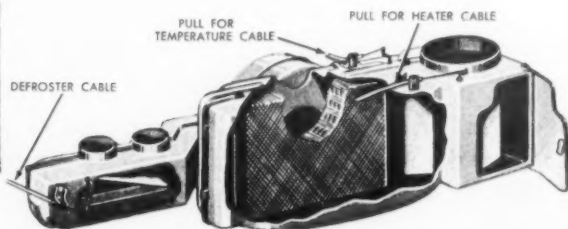
To adjust the cowl ventilator damper, push the "Vent" lever down to full "Open"; place the damper control rod in the forward position. The Boden wire loop is then placed on the damper control rod and the cable housing is installed in the clamp bracket on the side of the heater hopper box, allowing enough room for control arm movement.

##### Heat and air inlet damper:

The heat and air inlet damper control adjustment is made with the engine running and the fan control knob rotated to the high blower speed. The vacuum control diaphragm bracket has slotted mounting holes to provide a range of adjustment. Be certain the heat and air



Left: Fig. 8—Heater system of the Falcon.  
Below: Fig. 9—Heater control cables of the Falcon.



inlet damper is fully closed and seated against openings in the dash panel before securing the mounting screws.

#### Defroster damper adjustment:

To adjust the defroster damper, push the "Defroster" knob "in." Place the damper control rod in its uppermost position. This closes the damper to the defroster air duct and outlets. Install the Boden wire loop on the damper control arm and install the cable housing in the clamp bracket on the right-hand side of the heat distribution duct.

#### Air filter removal:

Open the water valve and drain at least a quart and a half of coolant from the cooling system to drain the heater core.

Disconnect the hoses from the heater core.

Remove the heater hopper box cover and remove the filter. The filter is held in place by a hold-down spring in the cover.

#### Heater core removal:

Open the water control valve to the "high" position.

Drain at least a quart and a half of coolant from the heating system to drain the heater core.

Disconnect the heater hoses from the heater core.

Remove the heater hopper box cover and air filter.

After removal of the hoses and cover, the heater core is removed by sliding it forward and out of the heater hopper box. In position, it rests on flanges in the heater hopper box (Fig. 7).

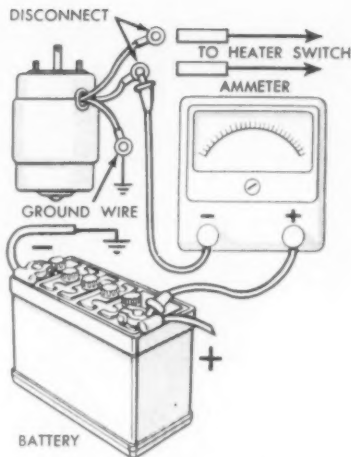


Fig. 10—Heater motor current draw test (on Falcon).

The heater core is held in place by the heater hopper box cover and the hoses when they are attached to the core.

Heater and defroster motor removal:

The heater and defroster motor housing is located on the right-hand side of the heater hopper box.

The motor is readily accessible for service by removing the housing mounting screws on the side of the heater housing. To service the fan, the motor must be removed.

The Falcon heater:

Operation:

The fresh air heater is designed to function in conjunction with the

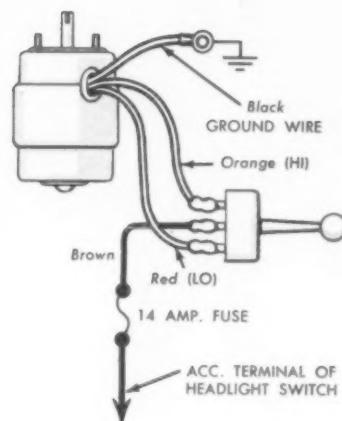


Fig. 11—Falcon heater circuit.

right duct of the fresh air ventilating system (Fig. 8). The heater blower couples to an outlet provided in the right fresh air valve assembly. A valve in the duct and two valves in the heater housing are operated by controls situated on the instrument panel, allowing the selection of outside air for ventilation or heating (Fig. 9).

The defroster control knob operates a valve in the heater plenum chamber. Pull the knob outward for proportionally more air to the defroster registers.

The "Pull For Temp" knob operates the blend-air valve in the heater blowing housing. The blend-air valve controls the amount of air flow through the heater core. Any intermediate position of the blend-air valve allows both cool and heated air to be mixed in the plenum chamber for lower than maximum temperatures.

The "Pull For Htr" knob operates a valve in the right incoming air duct. When the knob is pushed in, air from the cowl grille enters the passenger compartment through a register under the right side of the instrument panel. Pulling the knob out allows air to enter the heater blower inlet duct.

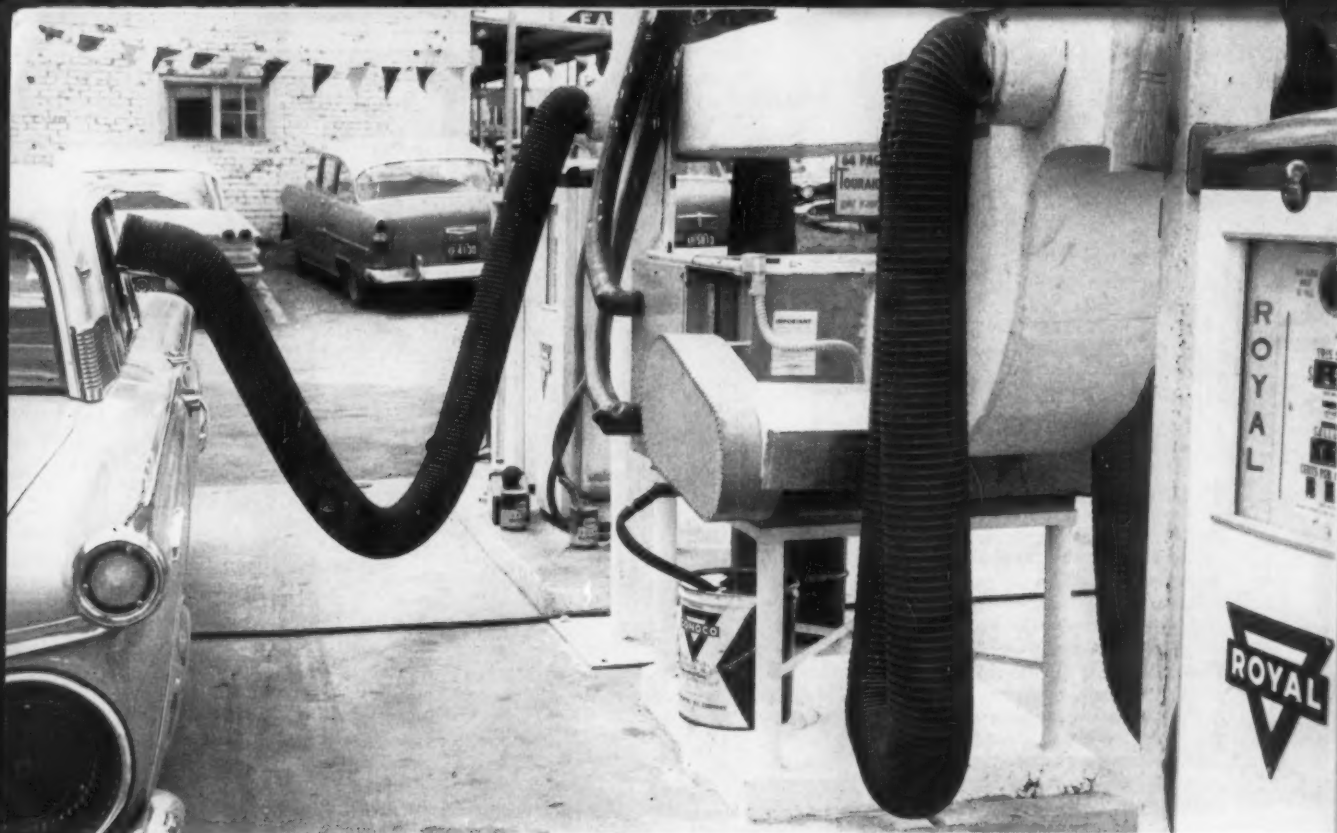
The "Pull For Htr" knob also controls the two-speed blower motor. To operate the blower motor, pull the knob to the heat position, and then rotate the knob clockwise. The high-speed blower position is the first clockwise click and the low-speed position is the second click. Always turn the blower switch to the "Off" position before pushing in the "Pull For Htr" knob.

Heater current draw test:

Connect the ammeter as shown in (Continued on page 93)

"I'll bet you \$65.45 we have a row with you over your bill again."





## Station Volume Climbed Fast Due to Air Conditioning As-They-Wait

**B**USINESS at the Stan Norwood station in Bonham, Texas, has shown an over-all increase of more than 40% since driveway customers can sit relaxed and comfortable in an air-conditioned car while it is serviced.

Norwood drew his records from the desk drawer and compared the first week of August 1959 with the corresponding week of this year. For that week of 1960, gasoline sales were up 54% and accessory sales up 57%.

"It used to be that we averaged selling one air filter a day," Norwood said.

"As an illustration of what this idea does for business, we now sell two or more such filters a day. That, as everyone knows, is a flat 100% increase in sales in that item."

This idea of cooling the customer while his car is serviced has gained

By **BARON CREAGER**  
Southwestern Editor

a vast amount of publicity for Norwood, none of which has put money in his till. He has had letters of inquiry from various distant states. He says he is now negotiating with an appliance manufacturer whose name is a byword on television for a royalty arrangement on an air-conditioning unit that would be designed and built for the purpose as introduced by Norwood.

There is a lot of curiosity about this cooling idea, too, and many car owners drive in just to see if what they heard is true. But they can't get a demonstration without stopping.

However, all the curiosity and all the publicity is not what produced increased sales. Nor is it the grate-

fulness of a hot and weary traveler. Behind it all is a merchandising idea.

"What this does is slow people down," said Norwood.

"This gets people out of that hurry they are in, a hurry to get going and finish this hot trip.

"That gives us sufficient time to service the car properly. That gives us time to find a lot of things that should have been taken care of 500 miles back.

"Now, understand," he emphasized, "we are not pushing merchandise on them that they do not need. Just what they need most. But they've been in such a hurry they haven't had the time.

"Of course, there are lots of air-conditioned cars. But what do you do about the air conditioning in a car when you stop for service? Why, you turn it off. And before I can



fill the tank with gas, even, your car is hot and you're in a hurry to get going.

"When a car rolls in we attach the open end of a flexible conduit to the upper edge of a door glass. We leave the glass half-way down so the hot air can move out. We can maintain the temperature an air-conditioned car came in with. We can reduce the temperature in a hot car by at least 20° in 30 seconds.

"That slows 'em down. That gives us time to service the car, right."

When Stan Norwood first advanced the idea of "air-conditioning the driveway," two of his employees who were present thought he was crazy, one of them says now.

It was a day about mid-June, hot, with intermittent rain, and business was very slow. Norwood and O. A. Robbins and John Ed Harlan sat in the station office, discussing ways and means of stimulating business. And Norwood said, "Let's air-condition the driveway."

"We looked at him and he was serious," Robbins said. "Then we looked at one another. We both wondered if the boss was off his rocker."

After that, it took two weeks for Norwood to convince the gas company that his idea was practical. And it was July 14 before the cooling system was in operation.

The cooling unit used is of 4½ tons capacity, operated by a natural gas flame. Norwood said cost of operation is \$35 a month and points out that a gas unit would be impractical in many states. He preferred not to discuss actual cost of the unit and installation, but insisted it is "possible for any good station, well located." He also points out that an electric unit would cost less originally, more to operate.

This unit, which sits atop the station building, also cools the combination office and waiting room.



Stan Norwood thought up air-conditioning his driveway while pondering what to do, on a hot day last summer, about a slump in business. Business picked up after he promoted this comfort feature for customers.

From the prime unit atop the building, cold water is pumped across one half the driveway and down to the four-pump island. Here a second unit receives the cold water into its coils and supplies cold air to four insulated heads to which are attached four ten-foot lengths of flexible nylon conduit six inches in diameter.

Flow of air into each of the lengths of conduit (for cooling four cars simultaneously) is controlled by a manual valve at each head. A simple adapter permits attaching the open end of each conduit to a car window. A by-product is distilled water that drips into a bucket on the island and is used for batteries.

The Norwood station is only a block from the Bonham square. It occupies one corner of a wide intersection on U. S. Highway 82, a

heavily-traveled east-and-west artery through North Texas. On this highway, at both east and west edges of Bonham, road signs call attention to the air-conditioned driveway service available at the station, as do prominent signs fronting the highway when it becomes a Bonham street.

Without question, these signs are responsible for stopping many motorists, slowing them down at the Norwood station. One of them was Albert Evans, a traveling salesman from Fort Worth. The highway sign brought Evans to the station and on this, his second stop, he visited for 30 minutes while the cool air flowed into his car, which is not equipped with air conditioning.

"You can feel it for 20 minutes after leaving here," he volunteered, adding that whenever he is in that area he will be a regular Norwood customer.

The highway sign also brought in a Methodist minister and his family, from New Mexico. This family traveled in a station wagon, pulled a small trailer. When the car stopped, all the children jumped out, but when they discovered the cooling procedure taking place inside the car, they climbed back in and the family sat relaxed, visiting with one another and attendants for a longer-than-usual stop.

A local car rolled in. At the wheel was a service man on leave, just back from Germany, visiting his parents. Passengers were his infant son and father. He explained he "wanted to see if this man has what he advertises."

This was a 15-minute stop. The car was serviced and the passengers were serviced with cold drinks. This young service man explained he had been gone some years and that "it isn't near this hot in Germany and I can't take it any more."

On departure he told Harlan, the  
(Continued on page 96)



# Extra Investment Adds 25% to Net



Vacuum cleaner, power wrench, one-end lift and fast-working tire tools. They have lifted the profits at this station.

**A**N INVESTMENT of around \$10,000 in a wrecker, service equipment and hard parts inventory has been contributing more than 25% of the

net profit realized at a service station in the North Carolina mountain resort town of Highlands.

Operator W. N. Bryson placed

these estimates for the operations at Bryson Gulf Service Station, which has installed such time-saving equipment as tire changers and air-powered wrenches. Maintaining inventories of fuel pumps, power steering hose, brake parts, mufflers and tailpipes has been augmented by car mats and seat cushions.

"During the busy three-month tourist season in summer we can credit this equipment and parts inventory with much more than 25% of our profit, but if you spread it over the entire year, I would say that we can attribute an average of 25% of our net to them and the wrecker," said the North Carolinian, who has been operating the station for the last ten years.

"We have done what we have in order to give people better service. The equipment enables us to do it better and it is easier, too, on your help.

"We are able to do more work than otherwise by having this equipment and parts stock on hand.



Mrs. Bryson, wife of the station operator who is the cashier, reaches for an ignition part—one of several merchandisers used to speed up repair orders.



Left: Fuel pumps, power steering hose, mufflers and brake parts are binned here in a back room. The station has gone out for extra dollars in repairs. Above: Within first two months of this summer this display of floor rugs and seat cushions had to be refilled twice as customers helped sell themselves.

We have to make certain during the rush tourist season that we don't have any work left over at the end of the day. If it's left over until the next day, we find it hard to catch up and get it done."

The station does no body work or such complicated mechanical work as automatic transmissions, but the wrecker averages being called into

service at least once a day and sometimes several times. During the rugged ice storm earlier this year the wrecker was frequently called out.

"It has long ago paid for itself," commented Bryson, whose father was a garageman for 30 years and whose brother is a full-time mechanic with the station. The brother

took courses in automotive repairing at a vocational school.

To promote his repair volume the Tarheel has a jeep which is used to transport shop customers back home while their cars are being repaired. A station wagon is often lent, when necessary, for them to use while their units are being worked on.

(Continued on page 82)

This wrecker, averaging a call a day, "long ago paid for itself," says station operator Bryson (far right).





## New Location Raised Tune-Ups 50%

**T**HAT selling motor tune-ups depends a great deal on showmanship is evident by the recent experience of Ed Taussig Ford, Inc., veteran Lake Charles, La., dealership.

By shifting the tune-up department from a somewhat remote section of the service department to a spot directly in front of the spacious service lanes, the company stepped up tune-up business by about 50%, according to Charles Lowman, service manager.

By **RUEL McDANIEL**

"Certain services can be sold by the proper 'show' more than some others," Lowman explained, "and tune-up service is one that particularly responds to the proper showing of the department and its equipment."

The department now is directly in front of the service lanes, against the wall of the service division. No car owner can enter the service de-

partment without seeing the conspicuous tune-up section.

The special tune-up equipment is where it may be seen and a colorful awning trim sets off the section from the rest of the service floor and focuses customer attention directly upon it.

The conspicuous location sells tune-ups in two ways.

First, customers see it and are reminded that their cars may need tuning and mention it to the service salesmen.

Second, with the colorful section so conspicuous, it is easier for the service salesmen to sell tune-ups to customers who have brought in their cars for something else, Lowman pointed out.

The volume has increased to the point now that the tune-up section requires the full time of two special-

ists, who work on the usual 50-50 commission basis.

The company advertises a tune-up job at a flat rate, and this has helped to make service customers conscious of the value of a regular tune-up job, and that in turn eases the way for the service salesman to suggest a tune-up in conjunction with whatever other service that brought the customer's car in.

The special tune-up units utilized by the two men serve constantly as a part of the "show" that has helped to increase tune-up business. The machines are conspicuous and customers are encouraged to watch the men check their cars and make the necessary adjustments as indicated. Equipment is a vital part of the "show" that influences car owners to utilize the tune-up deal, and it should be utilized for this purpose as well as for turning out a satisfactory job promptly, the management has maintained.

The dealer service department does not get enough "show," Ed Taussig management has maintained, and the company's experience with tune-up is typical of what can be done with practical showing of specific services.

"We have spent considerable thought and money on our service lanes, to make them inviting and indirectly to help us sell services by creating a favorable impression in the mind of the customer," ex-

(Continued on page 56)

By shifting tune-up department to conspicuous spot in front of service lanes (below), this dealership boosted volume immediately. Modern testing equipment (above) is an essential part of the proper "show" to put over tune-up business as well as a practical adjunct to proper service.





# Florida Is Third in Vehicle Gains

FLORIDA ranks only third (behind Arizona and Hawaii) from the top in anticipated gains in motor vehicle registrations for this year over 1959.

Motor-vehicle registrations are expected to reach 73,868,000 for 1960, a gain of 2,371,000 or 3.3% over the 71,497,000 registered in 1959. The 1960 estimate, prepared

by the Bureau of Public Roads, U. S. Department of Commerce, is based on reports of state registration agencies.

(Continued on page 80)

STATE	AUTOMOBILES			TRUCKS AND BUSES			TOTAL MOTOR VEHICLES		
	REGISTERED 1959	ESTIMATED 1960	PERCENT INCREASE 1960 1959	REGISTERED 1959	ESTIMATED 1960	PERCENT INCREASE 1960 1959	REGISTERED 1959	ESTIMATED 1960	PERCENT INCREASE 1960 1959
Alabama	988,425	1,040,000	5.2	232,458	242,000	4.1	1,220,883	1,282,000	5.0
Alaska	51,592	54,000	4.7	19,877	21,000	5.6	71,469	75,000	4.9
Arizona	453,235	487,000	7.4	125,199	134,000	7.0	578,434	621,000	7.4
Arkansas	479,648	497,000	3.6	202,802	209,000	3.1	682,450	706,000	3.5
California	6,285,565	6,587,000	4.8	1,132,572	1,197,000	5.7	7,418,137	7,784,000	4.9
Colorado	685,055	711,000	3.8	199,642	207,000	3.7	884,697	918,000	3.8
Connecticut	935,686	967,000	3.3	125,383	126,000	0.5	1,061,069	1,093,000	3.0
Delaware	138,385	142,000	2.6	46,793	49,000	4.7	185,178	191,000	3.1
Florida	1,941,307	2,070,000	6.6	311,438	322,000	3.4	2,252,745	2,392,000	6.2
Georgia	1,154,425	1,209,000	4.7	281,434	293,000	4.1	1,435,859	1,502,000	4.6
Hawaii	184,088	198,000	7.6	29,974	31,000	3.4	214,062	229,000	7.0
Idaho	250,398	257,000	2.6	113,649	119,000	4.7	364,047	376,000	3.3
Illinois	3,221,127	3,310,000	2.8	457,195	469,000	2.6	3,678,322	3,779,000	2.7
Indiana	1,627,971	1,675,000	2.9	354,638	363,000	2.4	1,982,609	2,038,000	2.8
Iowa	1,049,392	1,072,000	2.2	246,539	252,000	2.2	1,295,931	1,324,000	2.2
Kansas	861,058	875,000	1.6	274,599	283,000	3.1	1,135,657	1,158,000	2.0
Kentucky	920,216	946,000	2.8	240,480	246,000	2.3	1,160,696	1,192,000	2.7
Louisiana	912,692	946,000	3.6	229,578	236,000	2.8	1,142,270	1,182,000	3.5
Maine	291,444	301,000	3.3	75,626	77,000	1.8	367,070	378,000	3.0
Maryland	956,539	994,000	3.9	145,719	149,000	2.3	1,102,258	1,143,000	3.7
Massachusetts	1,546,482	1,606,000	3.8	191,064	197,000	3.1	1,737,546	1,803,000	3.8
Michigan	2,796,349	2,891,000	3.4	405,057	414,000	2.2	3,201,406	3,305,000	3.2
Minnesota	1,249,016	1,284,000	2.8	275,996	284,000	2.9	1,525,012	1,568,000	2.8
Mississippi	504,284	531,000	5.3	187,296	192,000	2.5	691,580	723,000	4.5
Missouri	1,415,087	1,452,000	2.6	329,443	338,000	2.6	1,744,530	1,790,000	2.6
Montana	256,940	261,000	1.6	118,652	121,000	2.0	375,592	382,000	1.7
Nebraska	536,300	550,000	2.6	169,924	174,000	2.4	706,224	724,000	2.5
Nevada	124,756	132,000	5.8	37,750	40,000	6.0	162,506	172,000	5.8
New Hampshire	205,531	212,000	3.1	46,185	47,000	1.8	251,716	259,000	2.9
New Jersey	2,030,166	2,107,000	3.8	276,705	281,000	1.6	2,306,871	2,388,000	3.5
New Mexico	328,547	336,000	2.3	117,948	117,000	-0.8	446,495	453,000	1.5
New York	4,493,817	4,554,000	1.3	517,650	559,000	8.0	5,011,467	5,113,000	2.0
North Carolina	1,313,982	1,377,000	4.8	326,828	334,000	2.2	1,640,810	1,711,000	4.3
North Dakota	227,964	231,000	1.3	110,890	112,000	1.0	338,854	343,000	1.2
Ohio	3,487,380	3,601,000	3.3	451,344	454,000	0.6	3,938,724	4,055,000	3.0
Oklahoma	854,343	879,000	2.9	288,438	300,000	4.0	1,142,781	1,179,000	3.2
Oregon	704,765	731,000	3.7	172,928	177,000	2.4	877,693	908,000	3.5
Pennsylvania	3,599,026	3,715,000	3.2	577,635	589,000	2.0	4,176,661	4,304,000	3.0
Rhode Island	294,295	303,000	3.0	37,816	38,000	0.5	332,111	341,000	2.7
South Carolina	726,903	756,000	4.0	160,596	163,000	1.5	887,499	919,000	3.5
South Dakota	252,665	255,000	0.9	95,878	98,000	2.2	348,543	353,000	1.3
Tennessee	1,032,023	1,073,000	4.0	232,232	239,000	2.9	1,264,255	1,312,000	3.8
Texas	3,444,436	3,522,000	2.3	906,137	925,000	2.1	4,350,573	4,447,000	2.2
Utah	317,668	332,000	4.5	83,887	88,000	4.9	401,555	420,000	4.6
Vermont	120,077	125,000	4.1	29,259	29,000	-0.9	149,336	154,000	3.1
Virginia	1,163,586	1,202,000	3.3	223,514	228,000	2.0	1,387,100	1,430,000	3.1
Washington	1,077,348	1,102,000	2.3	252,007	260,000	3.2	1,329,355	1,362,000	2.5
West Virginia	470,748	468,000	-0.6	118,935	118,000	-0.8	589,683	586,000	-0.6
Wisconsin	1,284,879	1,320,000	2.7	263,235	272,000	3.3	1,548,114	1,592,000	2.8
Wyoming	134,028	138,000	3.0	63,593	64,000	0.6	197,621	202,000	2.2
Dist. of Col.	180,087	185,000	2.7	21,256	22,000	3.5	201,343	207,000	2.8
Total	59,561,726	61,569,000	3.4	11,935,673	12,299,000	3.0	71,497,399	73,868,000	3.3
Total, 48 States and Dist. of Col.	59,326,046	61,317,000	3.4	11,885,822	12,247,000	3.0	71,211,868	73,564,000	3.3

1/ These estimates were made by the Bureau of Public Roads on the basis of State reports of motor-vehicle registrations in the early months of 1960, and information available on current trends, motor-vehicle production, and other factors. They include both privately-owned and publicly-owned motor vehicles, except those owned by the military services. Registrations shown in 1959 are from table MW-1, 1959.



J. D. Hill, who is a tune-up specialist, works from a well-equipped bench. Each mechanic's name and number are at his bench. Departmentalization helps to speed his service.



Hayes Gray is a specialist on both engine and drive line. Because of the efficient arrangement, he can quickly step over to the nearby parts department fronting on drive-in.

## Specializing Sells the Shop

By WARNER OGDEN

**S**PECIALISTS in the service department keep the customers coming back, and the mechanics like it better, too, because they are happier with their work.

At least that is what Roy Cruze, president of Knoxville Motor Co. (Rambler), Knoxville, Tenn., finds.

Cruze and his service manager, A. T. Reed, with 35 years' experi-

ence, agree that it helps the mechanic, the company and the customer to give specialized service.

"The mechanic who specializes gets to know the short cuts and he can also do a better job quicker," Reed said. "That is where it pays

off for our folks."

They like it better because they're happy with their work. There is virtually no turnover. The men make a reasonable living and they don't want to leave.

Most of them have been with the dealership since War II and half of them started out under the GI bill after the war.

"We have trained most of our men in their specialized work," said Cruze, who is president of the Tennessee Automotive (Dealers) Association. "We have sent them to schools on different phases of service work.

"American Motors has a school on wheels — big trailers which go around over the country—and those have been a big help.

"One good man who started out on the GI training bill wanted to change around and learn all the phases of repairing cars. He started on brakes and after 90 days wanted to switch to some other department, which we let him do, but he didn't make as much money by switching to something else and wanted to go back on brakes. Now he can do three or four big jobs a day.

"In training him at first, we gave him all the manuals to study and the shop foreman worked with him. That mechanic learned by actual experience, more than anything else."

Roy Cruze (right), president of Knoxville Motor Co., and his veteran service manager, A. T. Reed, discuss a service order. Both agree it helps the mechanic, the company and the customer to provide their specialized shop service.





This expert on lineup and front-end gained his knowledge by doing his jobs over and over. The company trains its specialists by sending them to the various service schools.



Carson B. Hopkins is a veteran painter working in the body department. If a customer has a wreck, the company lets him have a car to use while his car is being repaired.

## and Trims Turnover, Too

Cruze believes that learning expert servicing of everything about an automobile is too much to expect of any one man.

"It's like being a doctor," he said. "A doctor doesn't usually become a jack-of-all-trades today. It's the same with cars. Automatic transmission alone now, I think, is enough for one man to know all about and to become expert in servicing."

Departmentalized service enables his shop to give better service, more quickly and thoroughly, Cruze said, adding that the man doing the same thing over and over becomes "really skilled at it."

Twelve mechanics, all specializing, are employed by the dealership, which claims to be the oldest continuous Nash-Rambler dealer in the world, having been established in 1915. Besides receiving 50% of the labor charge, the men are furnished insurance, flat vacation pay, uniforms, laundry and other benefits. They are guaranteed a certain amount a week and do not fall below that figure except when on vacation or in school.

A mechanic is more or less in business for himself here, Cruze said. "Some come early and work late—I think that is why they do so well."

The foreman opens the shop at 7 a.m., and mechanics have been

known to stay until 7 or 8, "or until 10, if necessary," to get out a job.

Repair work is steadily increasing here.

"Some dealers don't seem to be too interested in service and that has helped us," said the Tennessean. "I think a dealer has a much better chance of staying in business if he can pay 50 to 75% of his fixed

expenses with his shop.

"A lot of dealers feel a shop is a necessary evil.

"There is no substitute for giving people what they need when they need it. It keeps a lot of people coming back. Just today I sold a car to a man who was willing to pay \$100 more for it than elsewhere because he likes our service."

At work on his car in the body shop, specialist Alonzo Russell pauses to allow foreman Coy McCarter (center) and Cruze to examine the car brought in for repairs. The shop now pays approximately 60% of the company's fixed expenses.



# Karts Can Be Konfusing

By E. S. HARRIS

**T**HE automobile industry has fathered some strange offshoots in its time, some of which have survived not only to gain legitimacy and social acceptance but to become a real factor in the business, as witness the economy car imports and the many domestic compacts of the present time.

But out of the woods and seemingly from other industries altogether, the last three or four years has seen the growth of a sport vehicle known as a "Kart," one with the trade name "Go-Kart," which vehicles are spreading across the country in amazing numbers.

Even in smaller communities "rental" tracks are vying with trampolines, miniature golf and bowling emporiums to attract the interest of the sporting set out for an evening's pleasure. Here Mr. and Mrs. John Q. Citizen and their kids can make a few hair-raising turns on a track bordered by old tires or hay bales in all the tradition of the best sports car enthusiasts—all for but a few cents per ride.

For those more personally involved to the point of owning their own family or competition kart, the roadway may be an unused parking lot, a private or roped-off roadway, or one of the dozens of scientifically designed race tracks where the enthusiast can bring his kart for a

pleasure spin or a race in the handicap group for his vehicle. Here junior, the junior miss, ma and pa and the city banker may rub shoulders with professional motorcycle or automobile race drivers when they don their crash helmets and goggles and step down into their underslung go-devils, ready for the starter's signal flag to send them humming around the track in any one of hundreds of cities and towns. They treasure their trophies won in these competitions above all other possessions.

Almost every "first thought" about the karts by the uninitiated seems to prove incorrect and must needs be modified by the facts. Those who know about such things say the karting interest in its present form started only four years ago. In 1956 a California hot-rodder and racer builder named Art Ingels decided to reduce the racing machine to its least common denominator by installing a surplus West Bend two-cycle power mower engine he bought for a song in a tiny tubular chassis rolling on semi-pneumatic tires with the engine driving one rear wheel through a bicycle chain.

In the few short months since that

time so many manufacturers have undertaken kart production that it would be hard to get them named before several others entered the field. And of course there were many homemade and high school shop project karts produced which have added to the numbers thought to approach 150,000 at this time.

A national karting association or two came into being in time to help regulate the size of chassis and power of engine to place each type in a given classification for competition purposes and to promote standardization and safety. These construction rules are followed fairly closely in most domestic production as well as in the many foreign countries where the fad has spread with a vengeance.

The rules call for a two-cycle engine of given specifications for certain classes for competition races, but some karts are powered by four-cycle engines when they are used for other purposes such as rental track driving or for private road meets. The vehicle moves into a higher handicap classification when certain modifications are made to the engine, or if a second engine is added to the chassis.

When it comes to studying the engines and other components of these pint-size vehicles, the veteran automotive mechanic is treated to

Fig. 1—Model MC10 McCulloch engine ignition system: 1—breaker and condenser cover, 2—primary cable, 3—coil and lamination assembly, 4—ground wire assembly and 5—flywheel.

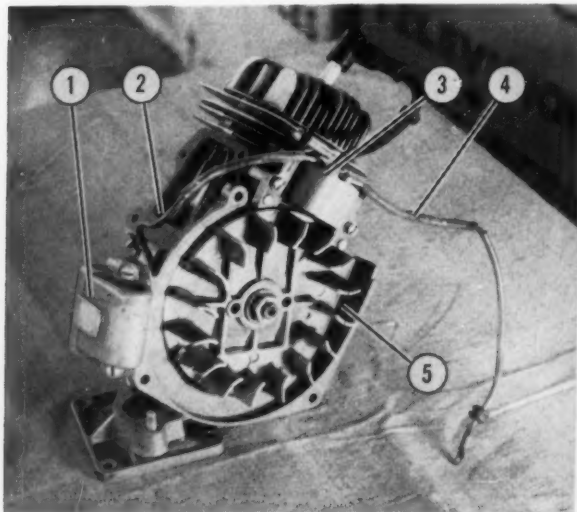
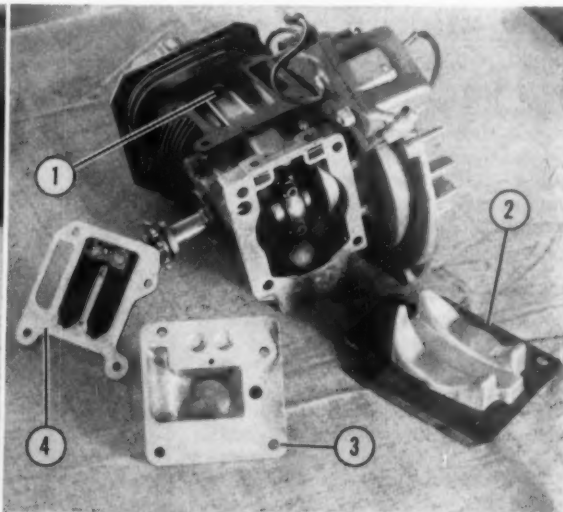


Fig. 2—Engine intake system: 1—intake ports, 2—crankcase bottom and stuffer, 3—intake manifold assembly and 4—reed valve and plate assembly.





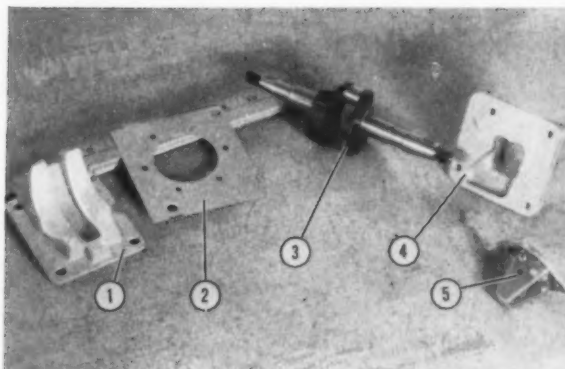


Fig. 3—Engine hop-up parts: 1—crankcase bottom with over-size stuffer. 2—thin cylinder head gasket. 3—stroker-type crankshaft. 4—special intake manifold. 5—special pyramid-type reed valve assembly.



Fig. 4—Bug kart with single MC-6 McCulloch engine, racing slicks tires and live (locked) axle.

almost the same story of experimentation and development that occurred in the evolution of our early automobiles. Due to the modest cost of the parts and the simplified arrangement of the components and utter lack of a body, the amateur and professional designer can match wits and modifications without any sizable outlay of funds.

It has been in these areas of modification, souping up and some repairs that have caught some mechanics off base when an old customer calls him over to the family station wagon to look at the engine, brakes, or steering on a kart carried in the back deck, instead of on the automobile itself. And even when the mechanic has had some background in two-cycle engines powering chain saws, lawn mowers, electric generating plants, motorboats, drone airplanes or motorcycles, he may be faced with a problem in modification that never occurred in his experience with the original user of these powerplants.

(These engines, both domestic and imported, were designed for use on one of these foregoing applications, or other industrial use. Their kart installation therefore calls for modifications to meet the unusual demands.)

The original cost and the displacement of the engine place it in a classification for competition purposes, so the owner often tries every known trick of the trade to add a fraction of a horsepower to his mount in order to beat his competitors to the finish line. Polishing interior parts until they shine like a mirror may be part of his plan, and this operation may result in stronger parts in the case of stressed aluminum, but little more power where he polishes air passages. Not that this result will keep him from try-

ing.

Carburetors designed to maintain a relatively vertical position while the woodman was not sparing a tree with his power chain saw may fail to carbureate properly when the kart racer is cornering at high speed with this chain saw engine inclined in its mount for a lower center of gravity. So carburetor replacements and modifications are very popular.

The flow of air through the engine before it picks up its fuel-lubricant mixture and after it discharges it in the cylinder for firing and then exhausting through the exhaust ports is one of the chief areas of experimentation, for here actually lies the power story.

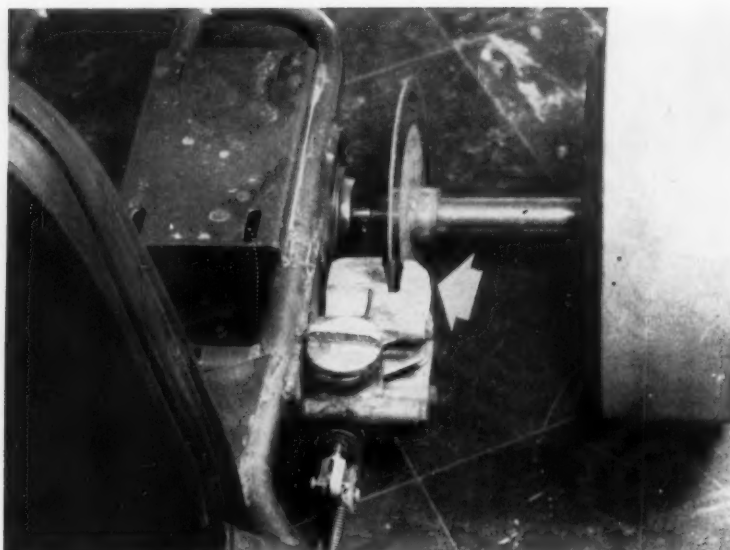
In some engines there were passages found which tend to inhibit the flow of air, and power was gained by inserting baffles in the

uneven passages to guide the mixture in the shortest and easiest path to the firing chamber. For races held on dirt tracks or in dusty road race conditions the air cleaner for the intake posed a problem, and several solutions for cleaning the air without slowing it were tried. Several drivers assert they have the "best" solution, yet their cleaners are all different and are situated differently.

Since the two-stroke-cycle engine must lubricate its internal parts with the lubricant carried in the air-fuel mixture, the amateur engineers spend plenty of time ensuring that this mixture moves through the many intake passages at the highest possible velocity and pressure to take care of its multiple functions. Since it is introduced into the crankcase through reed valves (see

Fig. 5—Hellcat kart with single E-65 Clinton engine, knobby tread tires and "dead" (unlocked) axle.





4 in Fig. 2) soon after leaving the carburetor, the reed valves have come in for considerable redesign in order to increase air flow area and directional flow. Pyramid-type reed valves (see 5 in Fig. 3) are used to replace the factory equipment, flat reed arrangement for this purpose.

With an increased volume of mixture in the crankcase through this reed modification, the next problem is to get as much of mixture past the intake ports (1 in Fig. 2) in the cylinder wall during the instant that the piston uncovers them. Increased crankcase pressure seems to be the answer, so "stuffers" of one type or another (Figs. 2 and 3) are inserted in the crankcase to displace the area and thus raise pressure.

Naturally this brings up the problem of raising the compression in the cylinder itself, so specially designed pistons, crankshafts, cylinder heads and thin cylinder head gaskets are employed. (See Fig. 3.)

Ignition timing is advanced, mixtures experimented with and just about every point in the handbook tested and evaluated. When the number of different engines in use

Figs. 6, 7 and 8—Several braking methods are used, including as shown by arrows: Top photo—spot hydraulic brake with disc, center photo—mechanical "calliper" brake operating on sprocket and bottom photo—mechanical internal expanding brake.

is considered, little wonder that discussions on these problems are endless, since each engine has different requirements for proper souping.

The degree of rigidity of the kart frame is a point of considerable difference of opinion. Each faction in this argument feels his solution will do more to keep all four wheels on the ground in crucial maneuvers, a point that is highly important if the airborne wheel happens to be on the rear and spinning free while the kart is losing way rapidly. The subject is so intriguing, in fact, that the Society of Automotive Engineers saw fit to publish a paper on the subject.

The difficulty encountered in keeping the drive wheels on the ground in fast company has started a trend toward the "live" (Fig. 4) or locked axle on most racing rigs. At first the engine drove only one wheel (Fig. 5) which turned freely on the rear axle, and if two engines were used the second engine drove the opposite wheel. But in either case the driver found himself losing speed when one of the wheels lifted  
(Continued on page 60)



This car is being given special steam-cleaning job at \$6.50, which includes engine and chassis cleaning. Only two minutes are required to have cleaning unit ready for full operation.



Mechanic spends 15 minutes cleaning engine before starting tune-up, as against the 30 minutes required when using the customary naphtha and water. He has a cleaner engine, too.

# Steam Cleaners Can Steam Up Profits

By RUEL McDANIEL

**S**TEAM has been put to work to create more business and enable mechanics to do a better repair job more quickly in Thompson's Garage, San Angelo, Texas. The investment of about \$435 in steam-cleaning equipment is more than returned every month, said K. L. Thompson, owner of the 15-year-old shop.

Not only is the steam cleaning an important factor in building business and increasing efficiency, but it naturally belongs in the garage as a factor in Thompson's strict policy of maintaining cleanliness of the shop and the mechanics alike.

"It is not good business for a mechanic to greet a customer, more especially if the customer is a woman, when his hands are greasy and dirty," Thompson said. "Using

the steam-cleaning unit wherever possible helps the mechanic to maintain personal cleanliness, so that if he should have to talk to a customer, he does so with moderately clean hands."

The steam cleaner is in a far corner of the modern garage building, erected in 1957 specifically for the Thompson operation.

Steam cleaning performs two functions for the garage. Basically, Thompson purchased the unit for mechanics in cleaning the average mechanical unit preparatory to starting to work on it. But a secondary function is to provide cleaning jobs for customers who want their cars cleaned even though they are to have no mechanical work done.

"Every major flat-rate job we do on a car includes steam-cleaning the parts affected," explained Thompson. "Even when readying a motor for a routine tune-up, the

(Continued on page 80)

Steam cleaning speeds up transmission jobs. All parts are completely cleaned before work starts, thus revealing those components that need to be serviced.





## BODY SHOP OPERATIONS

# Weatherproofing Chevrolet

**W**E WOULD have no air, dust or water leaks if the assembly men and mechanics would be as thorough in their work as the engineers are in design.

When the mechanic for some reason has to "go in" a door and/or quarter panel to repair a regulator and fails to replace the weather deflector, both the car and owner are in for trouble. By the same token, weatherstrips not properly installed or fastened in place can cause air noise, water and dust leaks—all to the discomfort of the car passengers.

Water deflectors and weatherstrips, just like cotterpins and lock

By **E. M. LOWERY**  
Technical Editor

washers, serve a definite purpose, and careless workmanship with either will cause trouble.

Let's take up weatherproofing the '59 and '60 Chevrolet.

On all Chevrolet body styles a waterproof paper door inner panel water deflector is cemented to the front and rear edges of the door. The front door water deflector, which covers the door inner panel, fits into a slot along the bottom of the door inner panel and deflects

water into the bottom of the door where it can drain out the door bottom drain holes.

The front portion of the rear door water deflector fits into a slot along the bottom of the door. The rear portion of the deflector is installed into the large access hole (see Fig. 1). Both areas deflect the water into the bottom of the door, where it also drains out the door bottom drain holes. It is important that whenever any work is performed on front or rear doors where the water deflector has been disturbed, the deflector must be properly cemented and taped to the door inner panel.

*Note:* For service use, body caulking compound is recommended in place of production cements.

The following procedure for servicing a door inner panel water deflector covers partial detachment for access to door inner panel.

### Partial detachment:

Remove door trim assembly.

Remove strips of waterproof body tape securing lower corners of water deflector to inner panel (Figs. 1 and 2).

Carefully cut deflector from top to bottom inside either front or rear cemented edge of deflector.

*Note:* Do not tear water deflector.

With a sharp knife or other suitable tool, carefully break cement bond at spot cemented areas just above retaining slot and at top of door inner panel (Figs. 1 and 2).

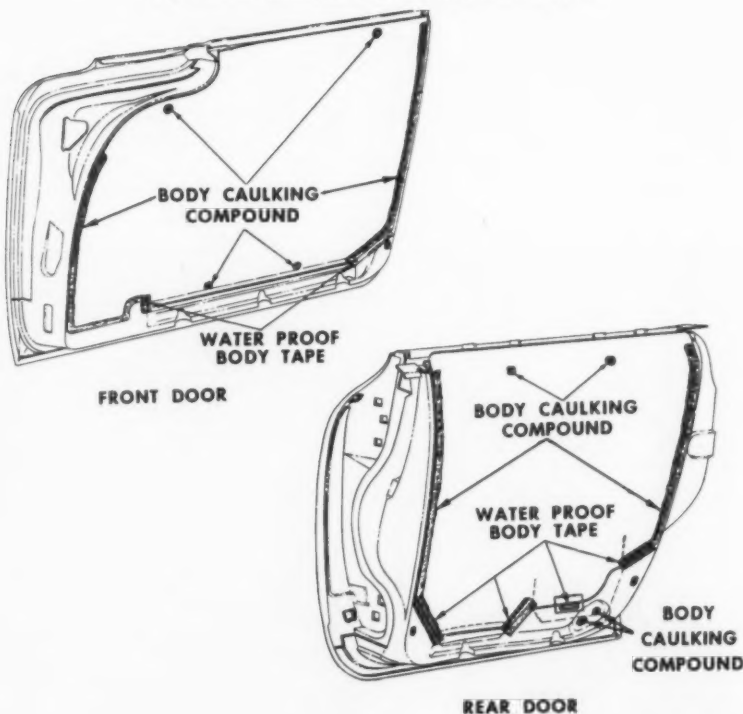
Carefully disengage lower edge of water deflector from retaining slot; then roll deflector back to gain access to door inner panel.

### Installation:

Inspect water deflector and where necessary repair any tears or holes with waterproof body tape applied to both sides of deflector.

Apply body caulking compound (approximately one-inch diameter spot) to door inner panel just above

Fig. 1—Door sealing on the four-door Chevrolet styles.





retaining slot and at top of door inner panel at locations indicated in Figs. 1 and 2.

Insert lower edge of water deflector into retaining slot. Properly position deflector, firmly press sealed areas above retaining slot to effect a good bond, then tape lower corners of deflector to door inner panel with waterproof body tape at locations indicated in Figs. 1 and 2. Special attention should be given when taping lower corners so as to effect a watertight seal at ends of retaining slot and at rear door access hole.

Carefully tape cut edges of water deflector together with waterproof body tape. Tape should be applied along full length of cut so as to completely seal deflector and should be pressed firmly to deflector to obtain a good bond and seal.

Apply waterproof body tape over all trim assembly nail retaining slots to effect a seal between water deflector and door trim assembly retaining nails after trim assembly has been installed.

Install previously removed hardware and trim parts.

#### Full removal:

The following procedure for servicing a door inner panel water deflector covers removal of old deflector and installation of new deflector.

#### Removal:

Remove door trim assembly.

Remove strips of waterproof body tape securing lower corners of water deflector to inner panel (Figs. 1 and 2).

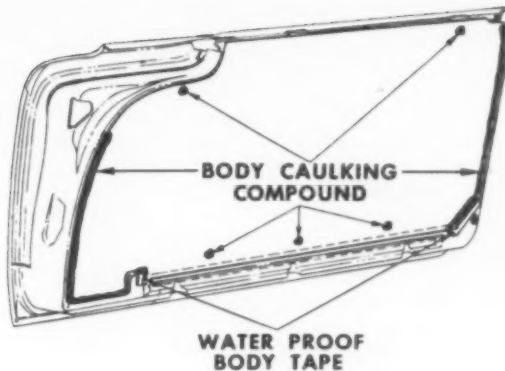
With a sharp scraper or other suitable tool, break cement bond securing edges of water deflector to door inner panel and at spot locations shown in Figs. 1 and 2 and remove water deflector from door.

#### Installation:

Using old water deflector as template, trim new deflector to proper size and cut holes for door inside hardware.

Apply a bead of body caulking compound (approximately 3/16" diameter) to door inner panel along line contacted by front and rear edges of water deflector as indicated in Figs. 1 and 2. Application should be continuous with no skips.

Fig. 2—Door water deflector.



Apply caulking compound at spot locations shown in Figs. 1 and 2.

Position water deflector to door inner panel with polyethylene coated side of deflector against door inner panel. Insert lower edge of deflector in retaining slot. If replacing rear door deflector, also place deflector lower rear edge in access hole; firmly roll or press sealed areas to obtain a good bond between deflector and door inner panel.

Apply waterproof body tape to deflector and inner panel at both ends of retaining slot as indicated (Figs. 1 and 2). Special attention should be given when taping lower corners so as to effect a watertight seal at ends of retaining slot and on rear doors at edges of access hole.

**Important:** When complete door assembly is being replaced with a new part, all trim assembly retaining nail slots are to be sealed with body caulking compound prior to installation of water deflector. In addition, the rear door window rear guide cam lower adjusting stud and nut and the unused attaching hole on sport sedan styles are to be sealed with body caulking compound as shown in Fig. 1. On four-door sedans and four-door station wagon styles, both unused holes are to be sealed with body caulking compound.

Clean off all excess caulking compound; then install previously removed door trim and inside hardware.

Front and rear door bottom drain hole sealing strips:

The door bottom drain hole sealing strip is attached to the door panel over the drain holes by a snap-on fastener at each end of strip. The sealing strip is similar to those used on the past models.

To prevent strip from adhering to the door inner panel and blocking the drain holes, apply a sparing amount of silicone rubber lubricant on the center section of the sealing strip.

Front door lock pillar sealing strip (at belt)—sport sedan:

#### Removal:

Remove snap-on fasteners securing sealing strip to door lock pillar.

With a flat-bladed tool, carefully break cement bond securing sealing strip to door lock pillar and remove sealing strip from door.

#### Installation:

Remove old sealer from door to insure a clean cementing surface. If reinstalling original sealing strip, also remove old sealer from grooves of sealing strip.

Apply an approved weatherstrip adhesive in grooves of sealing strip.

Install sealing strip over upper flange of door lock pillar.

Install sealing strip snap-on fasteners. Clean off all excess weatherstrip adhesive.

Front door hinge pillar auxiliary weatherstrip:

#### Removal:

With a flat-bladed tool carefully remove snap-on fasteners securing weatherstrip to door hinge pillar; then break cement bond and remove auxiliary weatherstrip from door assembly.

#### Installation:

Clean off old cement from area of hinge pillar contacted by auxiliary weatherstrip.

Apply an approved weatherstrip cement (neoprene-type) or equivalent to surface of hinge pillar contacted by weatherstrip and to auxiliary weatherstrip attaching surface.

Install weatherstrip to hinge pil-

## December: Glass Regulators

**Ed Lowery next month will bang out some details on servicing the various types of rear door and quarter glass regulators. It'll be a good reference piece.**

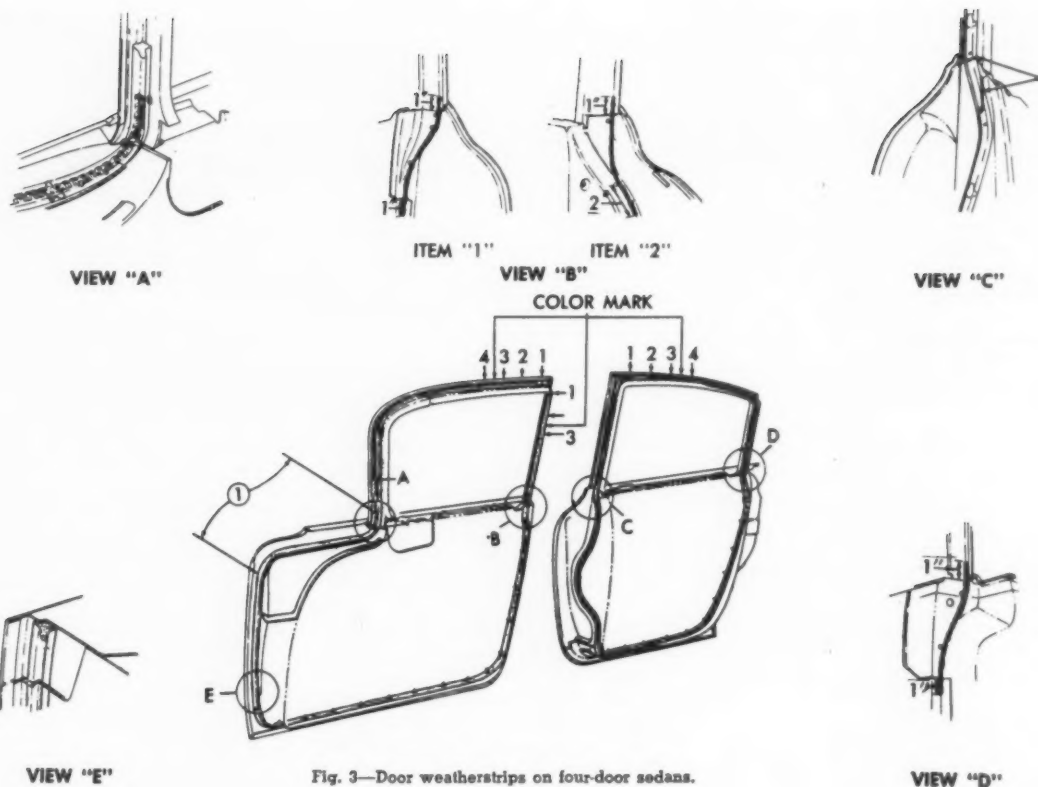


Fig. 3—Door weatherstrips on four-door sedans.

lar, aligning snap-on clip in weatherstrip with holes in hinge pillar.

Install snap-on clips. Firmly press or roll entire length of weatherstrip to hinge pillar to assure a complete cement bond.

Clean off any excess cement.

Front and rear door weatherstrip assembly—two-door sedans, two- and four-door station wagons and utility sedan:

The door weatherstrip is a one-piece mechanically retained type, similar to those used on past models. On all styles, the weatherstrip is retained by a new attaching hole sealing plug. This feature eliminates the need for sealing the weatherstrip clips along the door bottom facing. Service procedures for front and rear door weatherstrips are similar and both weatherstrips are covered herein.

#### Removal:

Along belt line at door hinge pillar and lock pillar sections remove screws and stud fasteners securing weatherstrip to door.

With a flat-bladed tool, carefully break cement bond along cove area of front door. Also break cement bond within areas indicated in views "A" through "E" in Fig. 3.

Insert tip of mechanically retained weatherstrip inserting tool J-5757,

or any other suitable tool, at clip location and carefully snap clips from retaining hole. Then work weatherstrip over door hemming flange and remove from body.

#### Installation:

Clean off old cement to insure a clean cementing surface.

Check weatherstrip clips for proper contour and reform, if necessary, using clip reforming tool J-5984 (Fig. 4).

The color mark on two-door sedan, two-door station wagon and utility sedan door weatherstrips is situated along the lock pillar section of the door, between second and third clip hole below upper rear corner of door (Fig. 3).

The color mark on four-door sedan and four-door station wagon front door weatherstrips is situated along top of door, between third and fourth clip hole from upper rear corner (Fig. 3).

The color mark on four-door sedan and four-door station wagon rear door weatherstrips is situated along top of door, between the third and fourth clip hole from upper front corner (Fig. 3).

The sealing operations required before weatherstrip is installed are as follows:

Apply a bead of approved weath-

erstrip adhesive in corner of rabbet on front door window frame assembly along entire cove area of door as indicated at "1" in Fig. 3. View "A" in Fig. 3 indicates sealing at cove area near ventilator garnish molding.

On four-door sedan and four-door station wagon, apply a bead of approved weatherstrip adhesive to effect a seal between front door weatherstrip and door inner panel extending from a point one inch above the inner panel and frame assembly joint downward to a point one inch below joint of lock pillar inner panel and door inner panel as indicated in view "B", item 1. On two-door sedan, two-door station wagon and utility sedan, seal should extend to a point two inches below weatherstrip clip attaching hole as shown in view "B", item 2.

Apply a bead of approved weatherstrip adhesive to effect a seal at joint of rear door hinge pillar inner panel and door inner panel as indicated in view "C".

Apply a bead of approved weatherstrip adhesive to effect a seal between rear door weatherstrip and door inner panel extending from a point one inch above door lock pillar inner panel and frame assembly joint downward to a point one

inch below joint of lock pillar inner panel and door inner panel as indicated in view "D".

Install clips to door by placing notched end of mechanically retained weatherstrip inserting tool J-5757 in loop of clip and pushing clip into attaching hole sealing plug and/or retaining hole. Repeat operation along both sides and top of door.

**Note:** Do not distort clips or unsatisfactory weatherstrip retention will result.

After installation of front door weatherstrip, apply an approved weatherstrip adhesive to area indicated in view "E" to fill void at joint of hinge pillar inner panel and door inner panel to prevent dust and water from entering under weatherstrip.

Clean off all excess weatherstrip adhesive. Install weatherstrip retaining screws and/or stud fasteners.

Front and rear door weatherstrip assembly—sport coupe, sport sedan and convertible:

#### Removal:

Remove screw securing weatherstrip to ventilator frame and screws securing lock pillar end of weatherstrip. On rear door sport sedan styles, remove screw securing ends of weatherstrip to hinge pillar and lock pillar.

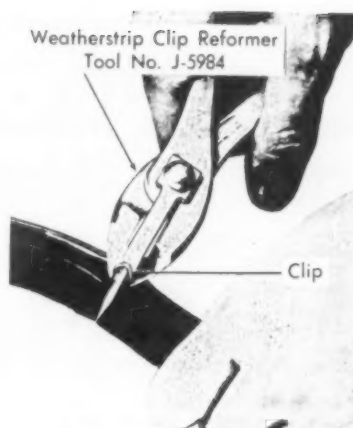


Fig. 4—Weatherstrip clip reforming tool.

With a flat-bladed tool, carefully break cement bond along cove area of front door. Also break cement bond within areas indicated in views "A" through "D" in Fig. 5.

Insert tip of mechanically retained weatherstrip inserting tool J-5757, or any other suitable tool, at clip location and carefully snap clips from retaining hole and remove weatherstrip from door.

#### Installation:

Clean off old cement to insure a clean cementing surface.

Check weatherstrip clips for

proper contour and reform, if necessary, using clip reforming tool J-5984 (Fig. 4).

The sealing operations required before weatherstrip is installed are as follows:

Apply a bead of approved weatherstrip adhesive in corner of rabbet on front door assembly along entire cove area of door as indicated at "1" in Fig. 5. View "A" in Fig. 5 indicates sealing at cove area near ventilator assembly.

On two-door sport coupe and convertible, apply a bead of approved weatherstrip adhesive at top of lock pillar portion of door weatherstrip extending downward to second weatherstrip clip attaching hole as shown in view "B", item "1".

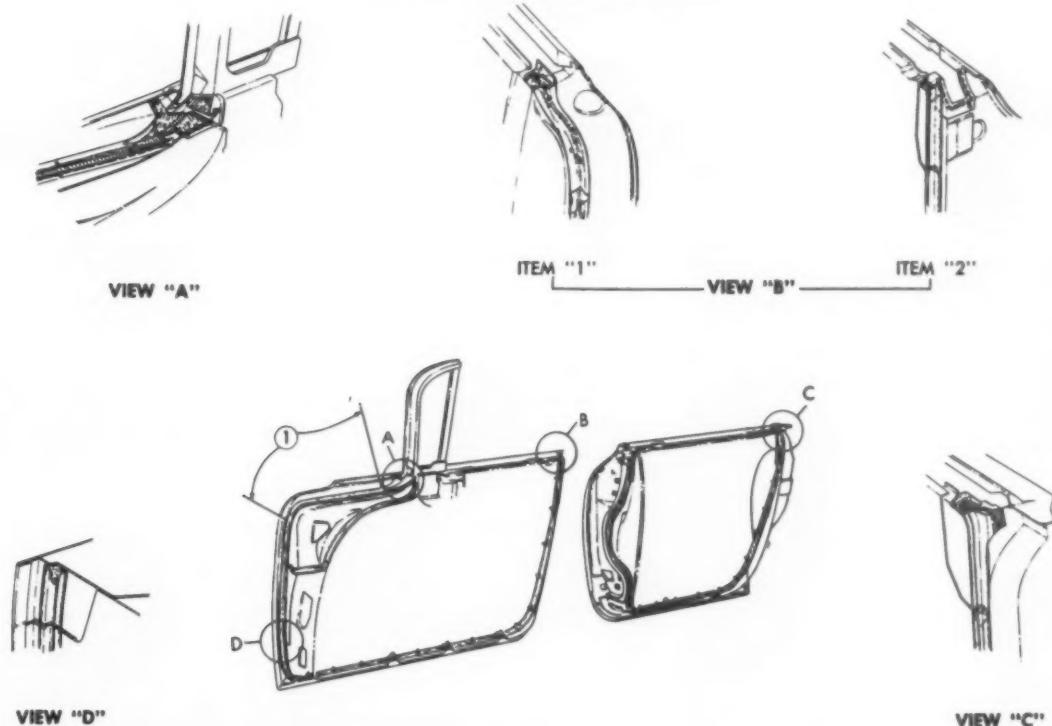
On sport sedan, apply a bead of approved weatherstrip adhesive at top of lock pillar portion of door weatherstrip and at joint of door inner panel and lock pillar inner panel as shown in view "B", item "2".

On sport sedan rear door, apply a bead of approved weatherstrip adhesive at top of lock pillar portion of door weatherstrip and at joint of door inner panel as shown in view "C".

Install clips to door by placing notched end of mechanically retained weatherstrip inserting tool

(Continued on page 94)

Fig. 5—Door weatherstrips on sport sedan.



# 1961 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE/AND MODEL	Std. Wheelbase	TREAD		No. Cylinders and Valve Arrangement	Bore and Stroke	ENGINE			FLUID CAPACITIES						WHEEL ALIGNMENT		
		Front	Rear			Taxable H. P.	Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qts.)	Transmission (Au.) (Pts.)	Fuel Tank (Gals.)	Cooling System (No Heater) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Special	112	56	56	V8I	3.50x2.80	39.2	155@4600	220@2400	215	8.8-1	4	12	16	12	-1/2	0 to 1/4	1/8 to 1/2
BUICK Le Sabre	123	62	61	V8I	4.125x4.3	54.45	250@4400	384@2400	364	10.25-1	4	24	20	17	-1/2	± 1/4	1/8 to 1/2
BUICK Invieta	123	62	61	V8I	4.1875x3.64	56.11	325@4400	445@2400	401	10.25-1	4	24	20	17	-1/2	± 1/4	1/8 to 1/2
BUICK Electra	126	62	61	V8I	4.1875x3.64	56.11	325@4400	445@2400	401	10.25-1	4	24	20	17	-1/2	± 1/4	1/8 to 1/2
CADILLAC 62 Sedan, 62 Coupe, 62 Coupe de Ville, 62 Sedan de Ville, 60 Fleetwood, 62 Eldorado and Biarritz	129.5			V8I	4x3.875		325@4800	430@3100	390	10.5-1	5		21	18			
CADILLAC Fleetwood 75	149.8			V8I	4x3.875		325@4800	430@3100	390	10.5-1	5		21	18 1/4			
CHEVROLET 6	119	60.3	59.3	6I	3.56x3.94	30.4	135@4000	217@2000	235.5	8.25-1	5	9	20	17	0 to ± 1/2	+30' to ±30'	1/8 to 1/2
CHEVROLET 8 (283 cu. in.)	119	60.3	59.3	V8I	3.875x3	48	170@4200	275@2200	283	8.5-1	4	9	20	17 1/2	0 to ± 1/2	+30' to ±30'	1/8 to 1/2
CHEVROLET 8 (348 cu. in.)	119	60.3	59.3	V8I	4.125x3.25	54.5	250@4400	355@2800	348	9.5-1	4	19	20	21	0 to ± 1/2	+30' to ±30'	1/8 to 1/2
CHEVROLET Corvair	108	54	54	6A	3.4375x2.6	28.4	350@4600	470@2800	413	10-1	5	22	23	16	3 ± 1/2	1/2 to ± 1/2	1/8 to 1/2
CHEVROLET Corvette	102	57	59	V8I	3.875x3	48	230@4800	300@3000	283	9.5-1	5	9	16.4	15 1/2	2 ± 30'	0 ± 30'	0
CHRYSLER Newport	122	61	59.7	V8I	4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	22	23	16	C	B	1/8
CHRYSLER Windsor	122	61	59.7	V8I	4.25x3.38	57.8	305@4600	410@2400	383	10-1	5	22	23	16	C	B	1/8
CHRYSLER New Yorker	129	61.2	60	V8I	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	22	23	16	C	B	1/8
CHRYSLER Imperial	129	61.8	62.2	V8I	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	22	23	16	C	B	1/8
COMET	114	55	54.5	6I	3.5x2.5	29.4	85@4200	134@2000	144.3	8.7-1	3 1/2	15	14	8.7	1 1/2 ± 1/2	0 to 1/2 ± 1/2	1/8 to 1/2
DE SOTO	122	61	59.7	V8I	4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	22	20	16	C	B	1/8
DODGE Lancer	106.5	56	55.5	6I	3.4x3.125	27.7	101@4400	155@2400	170	8.2-1	4	15	13	11	C	B	1/8
DODGE Dart 6	118	61.5	60.1	6I	3.4x4.125	27.7	145@4000	215@2800	225	8.2-1	4	15	20	13	C	B	1/8
DODGE Dart 8	118	61.5	60.2	V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	20	20	13	C	B	1/8
DODGE Polara	122	61.5	60.2	V8I	4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	19	20	16	C	B	1/8
FORD Fairlane 8	119	61	60	6I	3.62x3.6	31.54	135@4000	200@2000	223	8.4-1	4		20	15			
FORD Fairlane 8 500	119	61	60	V8I	3.75x3.3	45	175@4200	279@2200	292	8.8-1	5		20	19			
FORD Falcon	109.5	55	54.5	6I	3.5x2.5		85@4200	138@2000	144.3	8.7-1	4 1/2		14	8.7			
LINCOLN Continental	123			V8I	4.3x3.7		300@4100	465@2000	430	10-1							
MERCURY																	
OLDSMOBILE F85	112	56	56	V8I	3.5x2.8	39.2	155@4800	210@3200	215	8.75-1	4	12	16	11	-1/2 to -1 1/2	0 to +1 1/2	1/8
OLDSMOBILE 88	123	61	61	V8I	4.125x3.687	54	250@4200	405@2400	394	8.75-1	4	11	20	19 1/2	0 to -1	-1/4 to +1/4	0 to 1/8
OLDSMOBILE Super 88	123	61	61	V8I	4.125x3.687	54	325@4600	435@2800	394	10-1	4	11	20	19 1/2	0 to -1	-1/4 to +1/4	0 to 1/8
OLDSMOBILE 98	126	61	61	V8I	4.125x3.687	54	325@4600	435@2800	394	10-1	4	11	20	19 1/2	0 to -1	-1/4 to +1/4	0 to 1/8
PLYMOUTH 6 Savoy, Belvedere and Fury	118	60.9	59.6	6I	3.4x4.125	27.7	145@4000	215@2800	225	8.2-1	4	15	20	13	C	B	1/8
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.6	V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	20	20	20	C	B	1/8
PLYMOUTH Super Fury 8	118	60.9	59.6	V8I	3.91x3.31	48.9	260@4400	345@2800	318	9-1	5	19	20	20	C	B	1/8
PLYMOUTH Valiant	106.5	56	55.5	6I	3.4x3.125		101@4400	155@2400	170	8.2-1	4	15	13	11	C	B	1/8
PONTIAC Catalina and Ventura	119	62.5	62.5	V8I	4.06x3.75	52.8	215@3600	390@2000	389	8.6-1	4	12	25	18 1/2	-1 1/2 ± 1/2	+1/4 ± 1/2	0 to 1/8
PONTIAC Star Chief and Bonneville	123	62.5	62.5	V8I	4.06x3.75	52.8	235@3600	402@2000	389	8.6-1	4	18	25	18 1/2	-1 1/2 ± 1/2	+1/4 ± 1/2	0 to 1/8
PONTIAC Tempest 4	112	56.8	56.8	4I	4.6x3.75	26.4	100@3800	190@2000	194.5	8.6-1	4	15.5	11.6		-1.40' to ± 1/2	+0.8' to ± 1/2	0 to 1/8
PONTIAC Tempest 8	112	56.8	56.8	V8I	3.5x2.8	39.2	155@4600	220@2400	215	8.8-1	4	4			-1.40' to ± 1/2	+0.8' to ± 1/2	0 to 1/8
RAMBLER American—De Luxe and Super	100	54.62	55	6I	3.125x4.25	23.44	90@3800	160@1600	195.6	8-1	4	20	20	11	D	0 Prf.	1/8 to 1/2
RAMBLER American Custom	100	54.62	55	6I	3.125x4.25	23.44	125@4200	180@1600	195.6	8.7-1	4	20	20	10	D	0 Prf.	1/8 to 1/2
RAMBLER 5	108	57.75	58	6I	3.125x4.25	23.44	127@4200	180@1600	195.6	8.7-1	4	20	20	9 1/2	E	0 Prf.	1/8 to 1/2
RAMBLER 7	108	58.75	59.12	V8I	3.5x3.25	39.2	200@4900	245@2500	250	8.7-1	4	20	20	19	E	0 Prf.	1/8 to 1/2
RAMBLER Ambassador	117	57.75	59.12	V8I	4x3.25	51.2	250@4700	340@2600	327	8.7-1	4	22	20	18	E	0 Prf.	1/8 to 1/2
STUDEBAKER Lark 6	108.5	57.37	56.56	6I	3x4	21.6	112@4500	154@2000	160.6	8.5-1	5	18	18	11	± 1/4 0 Prf.	0 to +1	1/8 to 1/2
STUDEBAKER Lark 8	108.5	57.37	56.56	V8I	3.56x3.25	40.6	180@4500	260@2800	250.2	8.8-1	5	18	18	17	± 1/4 0 Prf.	0 to +1	1/8 to 1/2
STUDEBAKER Hawk Coupe	120.5	57.37	56.56	V8I	3.56x3.62	40.6	210@4500	300@2800	289	8.8-1	5	18	18	17	-1 1/2 to -3	0 to +1 1/2	1/8 to 1/2

## ABBREVIATIONS

A—Horizontally opposed.  
B—Left + 1/2, right + 1/4.  
C—Power steering + 1/4 ± 1/2.  
Manual ± 1/2.

D—Manual steering + 1/4 Prf.  
Power steering + 2 Prf.  
E—Manual steering + 1/4 Prf.  
Power steering + 1 Prf.

I—Valve-in-head.  
L—L-head.  
Prf.—Preferred.



# "Big plus . . . added little services not found in any plan"

say J. F. HUNTER and WM. A. SARCONI, JR.,  
partners in Jess Hunter Motors, Ford dealer, Pueblo, Colo.

"We have used COMMERCIAL CREDIT PLAN for the past 14 years because their retail and wholesale finance plans have always been competitive. The big plus with COMMERCIAL CREDIT has been the added little services they have rendered that are not found in any plan. To keep our side of the bargain, we have one employee who specializes in financing to help close time sales. We also pay bonuses and have other inducements for salesmen for deals closed on the house plan."



## *Commercial Credit dealers are successful dealers*

Write or call the nearest COMMERCIAL CREDIT CORPORATION office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it, today?



A service offered in principal cities of the United States and Canada by subsidiaries of Commercial Credit Company — Capital and Surplus over \$240,000,000.

# 1961 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bat.	FUEL SYSTEM		VALVES		
	Breaker Gap (°)	Cam Angle (Degrees)	Contact Arm Spring Tension (Oz.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (°)	Spark Advance (Max. Centrif. (Degrees))	Spark Advance Max. Vac. (Degrees)		Cap. & Ter. Grd.	Carb. Mfgr.	Fuel Pressure (Lbs.)	Tapet Clearance Intake (°)	Tapet Clearance Exhaust (°)
BUICK Special	13-19	30±1	19-23	7.5@1050rpm	VD	30-35	17@2100	17.5@16"	40N	RP	4½-5¼	Au	Au	29bte
BUICK Le Sabre	13-19	30±1	19-23	12@400	VD	30-35	22@3800	17.5@18"	70N	RP-St	5-6¼	Au	Au	31bte
BUICK Invicta and Electra	13-19	30±1	19-23	12@400	VD	30-35	22@3800	17.5@18"	70N	RP-Ca	5-6¼	Au	Au	33bte
CADILLAC														
CHEVROLET 6	19	28-35	19-23	5bte	FW	33-38	10@1400	22@15.5"	53N	RP	3¼-4½	Au	Au	16bte
CHEVROLET V-8 (283 cu. in.)	19	26-33	19-23	4bte	VD	33-38	28@3750	15@15.5"	53N	RP-Ca	5¼-6½	Au	Au	18bte
CHEVROLET V-8 (348 cu. in.)	19	26-33	19-23	8bte	VD	33-38	24@4600	15@15.5"	61N	RP-Ca	5¼-6½	Au	Au	18½bte
CHEVROLET Corvair	19	32-34	19-23	4bte	CsP	35	32@3600g	23@15.2b	35N	RP	5¼-6½	Au	Au	43bte
CHEVROLET Corvette	19	26-33	19-23	4bte	VD	33-38	28@3700	15@15.5"	53N	Ca	5¼-6½	Au	Au	12½bte
CHRYSLER Newport	14-19	27-32	17-21.5	10bte	VD	35	24@4100	22@15"	60N	St	4-5	Au	Au	15bte
CHRYSLER Windsor	14-19	27-32	17-21.5	10bte	VD	35	24@4100	22@15"	60N	Ca	4-5	Au	Au	15bte
CHRYSLER New Yorker and Imperial	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte
COMET	24-26	35-38	17-20	C	CsP	32-36	F	28@5.35"	40N	Ho	4-5	16	16	15bte
DE SOTO	14-19	27-32	17-21.5	10bte	CsP	35	24@4100	26@16"	60N	St	4-5	Au	Au	13bte
DODGE Lancer	17-23	40-45	17-21.5	2.5bte	CsP	35	27@3850	25@14.5"	50N	Ca	4-5	10	20	8bte
DODGE Dart 6	17-23	40-45	17-21.5	2.5bte	CsP	35	25@4400	20.6@12"	50N	Ca	4-5	10	20	8bte
DODGE Dart 8	14-19	27-32	17-21.5	5bte	CsP	35	25@4600g	30@17"	50N	St	4-5	10	18	17bte
DODGE Polara	14-19	27-32	17-21.5	10bte	CsP	35	24@4100	26@16"	60N	St	4-5	Au	Au	15bte
FORD														
LINCOLN Continental														
MERCURY														
OLDSMOBILE F85	13-18	28-32	19-23	5bte	CsP	40	26@4200	25@16"	40N	RP	4-5¼	Au	Au	22bte
OLDSMOBILE Dynamic 88	16	28-32	19-23	5bte	VD	30	26@4400	23½@21"	60N	RP	5-6	Au	Au	14bte
OLDSMOBILE Super 88 and 98	16	28-32	19-23	5bte	VD	30	26@4400	23½@21"	70N	RP	5-6	Au	Au	11bte
PLYMOUTH 6 Savoy, Belvedere and Fury	17-23	40-45	17-21.5	25bte	CsP	35	25@4400	20.6@12"	50N	Ca	4-5	10	20	8bte
PLYMOUTH 8 Savoy, Belvedere and Fury	14-19	27-32	17-21.5	5bte	CsP	35	20@4600	36@17"	50N	Ca-St	4-5	10	18	17bte
PLYMOUTH Super Fury	14-19	27-32	17-21.5	10bte	CsP	35	19@4400	23@13.2"	50N	Ca	4-5	10	18	13bte
PLYMOUTH Valiant	17-23	40-45	17-21.5	2.5bte	CsP	35	20@3850	25@14.5"	50N	Ca	4-5	10	20	8bte
PONTIAC Catalina and Ventura	16	30±2	19-23	6bte	CsP	33-38	22@3600	20@15"	K	RP	5¼-6½	Au	Au	14bte
PONTIAC Star Chief and Bonneville	16	30±2	19-23	6bte	CsP	33-38	20@2850	20@17"	K	RP	5¼-6½	Au	Au	14bte
PONTIAC Tempest 4	13-19	73-77	19-23	6bte	CsP	33-38	22@3750	20@15"	42N	RP	4-5¼	Au	Au	14bte/
PONTIAC Tempest 8	13-19	28-32	19-23	5bte	VD	30-34	28@3700	16@15.7"	42N	RP	4-5¼	Au	Au	29bte
RAMBLER American De Luxe and Super	17-22	37-41	17-22	3bte	VD	33-37	14@4000	11@11"	40N	Ca	4-5½	16	18	10bte
RAMBLER American Custom	16	28-35	19-23	8bte	VD	33-37	22@4000	22@16.5"	45N	Ho	4-5½	12	16	12½bte
RAMBLER 6 De Luxe and Super	16	28-35	19-23	8bte	VD	33-37	22@4200	22@16.5"	45N	Ca-Ho	4-5½	12	16	12½bte
RAMBLER 8 De Luxe, Super and Custom	14-19	28-32	17-22	tdcg	VD	33-37	36@3800	20@15"	50N	Ho	4-5½	12	14	12½bte
RAMBLER Ambassador	14-19	28-32	17-22	tdcg	VD	33-37	36@3800	20@15"	60N	Ho	4-5½	Au	Au	12½bte
STUDEBAKER Lark 6	17-22	37-41	17-22	2bte	VD	33-38	26@1800	16@13"	50N	Ca	3½-5½	J	L	15bte
STUDEBAKER Lark 8 and Hawk Coupe	16	28-32	19-23	4bte	VD	33-38	26@2200	18@13"	50N	St	3½-5½	J	L	11bte

## ABBREVIATIONS

a—Powerglide 20@3600.  
Super Turbo 24@4800.  
Au—Automatic.  
Super Turbo 23@15.2".  
b—Powerglide 23@16.2".  
bte—Before top center.  
C—2°bte manual, 6°bte automatic.  
c—Super Turbo air 54bte.  
Ca—Carter.

CsP—Crankshaft pulley.  
d—Manual trans. 5bte.  
Auto. trans. 10bte.  
e—Manual trans. 5bte.  
Auto. trans. 10bte.  
F—Non centrifugal.  
f—Auto. trans. 30°.  
FW—Flywheel.  
g—Auto. trans. 5bte.

Ho—Holley.  
J—23-25.  
K—50 or 60N.  
L—25-27.  
N—Negative.  
RP—Rochester Products.  
St—Stromberg.  
VD—Vibration damper.  
x—Auto. trans. 20@4600.



## A DEALER CAN LIVE RIGHT WITH THE LARK

### COMPARE THE OPPORTUNITY!

A Studebaker dealer is a happy dealer. He has Lark *Performability* in 7 different body styles—one for every kind of prospect—Convertible, 4-door Wagon, 2-door Wagon, Hardtop, 4-door Sedan, 2-door Sedan, luxurious Cruiser. Plus the sports-minded Hawk and fast-selling Champ pickup. He gets lots of help, but no harassment—and no cars he doesn't order. His Factory is friendly, and on the move—growing! His '61 Larks are exciting, smartly styled, proven, priced with the lowest, and backed with a 12-month

or 12,000-mile quality warranty. Sure, he's happy... *and wouldn't you be?*

**Lark *Performability* takes to the Air!** Lots of fast-moving TV to sell fast-moving *Performability*! National Football League games on CBS, Riverboat on NBC, The Outlaws on NBC and Dan Raven on NBC. **Lark *Performability* makes big news in the Press—**big advertising in the big-circulation magazines and dramatic, bring-'em-in ads in a heavy newspaper schedule... to bring in the prospects for a trial of Lark's exclusive *Performability*.

COMPARE THE PRODUCT...COMPARE THE BUSINESS ATMOSPHERE...COMPARE THE FUTURE!

DEALERS—THERE IS STILL TIME TO BE RIGHT IN '61

THE NEW '61

# LARK

BY STUDEBAKER

### GET THE FACTS ON THE LARK DEALER FRANCHISE

Dealer Development Division  
Studebaker-Packard Corp., South Bend 27, Ind.

Gentlemen: Please send me the facts—in strictest confidence—  
no obligation.

NAME \_\_\_\_\_  
POSITION \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY/STATE \_\_\_\_\_

SAJ-11-30-T2

## Tune-Ups Raised 50%

(Continued from page 40)

plained Garland Mahaffey, company president and general manager.

"Our experience with shifting the tune-up section to a spot where it receives the full impact from the favorable impression created by the inviting service lane is proof of the value of creating a favorable impression of the service department generally through an inviting service entrance and lanes."

Tune-up service receives about

the same attention that it did formerly, insofar as advertising is concerned; and wherever the section is situated, it is a type of service that needs promotion, the management believes. Tune-ups at flat rates are important in building tune-up business, the company has found, and these flat rates are advertised periodically in the local papers and occasionally on radio and TV.

"But we were doing these things before we moved the section to its present spot," Lowman said. "So obviously our ability to cash in on

showmanship, with the section in this conspicuous spot, has accounted for the volume increase."

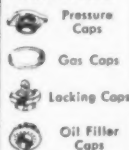
The best promotion for the tune-up section, beyond its conspicuous location, is a circular the company produces and distributes periodically, offering a motor tune-up special at \$19.80 for cars with two-barrel carburetors. The circular, printed in red, lists the nine operations covered by the job. The company distributes 10,000 of the circulars at a time, mainly as envelope-stuffers and throw-aways in cars parked downtown.



## \$8 to \$12 coolant makes testing a must

Pressure testing the cap and the cooling system with a *Stant* Universal Tester is more important than ever. *Be sure.* Pressure test every vehicle for leaks! Guarantee your customers a worry-free year of cooling system performance with or without the new anti-freeze. If he needs a new pressure cap, show him the new *Stant* Lev-R-Vent Safety Pressure Cap. And be sure to have your jobber salesman check your cap stock the next call.

### One Source



**STANT MANUFACTURING CO., INC.**  
Connersville, Indiana

Standard of the industry and  
original equipment for a generation



Burn-free with  
Lev-R-Vent  
Safety  
Pressure  
Cap

## Studebaker Acquires D. W. Onan & Sons

**S**TUDEBAKER-PACKARD Corp. has acquired D. W. Onan, Inc., of Minneapolis, builder of electric generating plants. The price was not disclosed.

Onan's sales in 1959 totaled \$14,941,000 and its pre-tax earnings were \$1,945,000. The company will continue under its present management and will become the Onan Division of Studebaker-Packard.

### STATEMENT OF OWNERSHIP

Statement required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, July 2, 1946, and June 11, 1960 (74 Stat. 208) showing the ownership, management and circulation of Southern Automotive Journal, published monthly at Atlanta, Ga., and at additional mailing offices for Sept. 15, 1960.

1. The names and addresses of the publisher, editor, managing editor and business manager are: Publisher, W. R. C. Smith Publishing Co., Atlanta, Ga.; Editor, William C. Herbert, Atlanta, Ga.; Business Manager, A. F. Roberts, Atlanta, Ga.
2. The owners are: W. R. C. Smith Publishing Co., Atlanta, Ga.; Estate of W. R. C. Smith, Atlanta, Ga.; W. J. Rooke, Atlanta, Ga.; O. A. Sharpless, Atlanta, Ga.; T. W. McAllister, Orlando, Fla.; E. W. O'Brien, Atlanta, Ga.; Mrs. E. L. Philpot, Atlanta, Ga.; J. C. Cook, Atlanta, Ga.; R. P. Smith, Atlanta, Ga.; A. F. Roberts, Atlanta, Ga.; Mrs. S. J. Jones, Atlanta, Ga., and William C. Herbert, Atlanta, Ga.
3. The known bondholders, mortgagees and other security holders owning or holding one per cent or more of total amount of bonds, mortgages or other securities are: None.
4. Paragraphs 2 and 3 include in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees hold stock and securities in a capacity other than that of a bona fide owner.
5. The average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the Act of June 11, 1960, to be included in all statements regardless of frequency of issue.) 31,534.

A. F. ROBERTS,  
Business Manager

Sworn to and subscribed before me this  
15th day of Sept. 1960.

SEBA J. JONES,  
Notary Public, Georgia State at Large  
(My commission expires Feb. 28, 1962.)



Promote safer motoring with

# NEW WESTINGHOUSE AUTO SAFETY-KIT

**Westinghouse**  
Drive Safely!  
Drive Legally!  
Carry Spare  
Auto Bulbs!

**AUTO SAFETY-KIT**  
for all 12 VOLT CARS ONLY

**Westinghouse**  
12 VOLT  
**AUTO SAFETY-KIT**

**AUTO BULB REPLACEMENTS FOR EMERGENCY USE**  
Each kit contains 3 miniature lamp replacements for tail, stop, signal, parking and license lights. Available for 6- and 12-volt systems.

<b>6-volt kit:</b> 2 #1154 lamps 1 #63 lamp Suggested retail—\$1.10	<b>12-volt kit:</b> 2 # 1034 lamps 1 #67 lamp Suggested retail—\$.98
--	---

**SAFETY-CHECK YOUR CUSTOMER'S CAR** at each servicing, and recommend that he carry the new Westinghouse Auto Safety-Kit in his glove compartment. It's a terrific way to create good will—and to make new profits, too! Each kit holds 3 miniature lamps—perfect for emergency situations, they fit the safety light sockets of almost any car on the road. Attractive, see-thru plastic packs sell themselves on sight. Promote safety—and make new profits—order your special 10-pack display merchandisers today!

**HURRY! LIMITED TIME ONLY! SPECIAL BONUS DEAL!**  
**WESTINGHOUSE SAFE-T-BEAM HEADLAMPS & WESTINGHOUSE AUTOMATIC COFFEE MAKER!**

Sell 24 Safe-T-Beam headlamps—get an Automatic Coffee Maker for your home FREE! Call your Westinghouse Automotive Bulb Supplier for complete details today!

You can be sure . . . if it's  
**Westinghouse**



# A BARREL OF PROFIT!



CHECK THE  
**DIFFERENCE**  
BETWEEN WORN AND  
GOOD SHOCKS

**MONRO-MATIC**  
SHOCK  
ABSORBERS

HAVE YOUR CAR  
COMPLETELY  
*Safety*  
*Checked*

**Super  
Low  
Lev**

Calibrated  
Ride Control  
With Any Load

# Buy Monro-Matics by the barrel— get this NEW Demonstrator FREE

Now, a great new idea to help you sell shock absorbers like you've never sold them before! Packed in a steel barrel that doubles as a hard-working display are 14 of the most popular Monro-Matic shocks and 4 Monroe Super Load-Levelers. Fastened to the underside of the barrel lid is a shock absorber demonstrator. Flip the lid, weight the barrel with sand or water, and the demonstrator is ready to clinch many a sale for you!

Add this new merchandising idea to the far-reaching Monroe promotional drive, and you can't miss. Monro-Matics get a tremendous push, month-after-month, in LIFE, THE SATURDAY EVENING POST, POPULAR MECHANICS and SPORTS ILLUSTRATED. Every morning Monday through Friday, millions of car owners hear the WESTBROOK VAN VOORHIS "Monroe News" program and every morning and late afternoon millions more listen to BILL STERN on the "Monroe Sportsreel." Both of these popular broadcasters sell Monro-Matics on more than 325 stations of the Mutual Network. All this, plus a mountain of promotional material—ready to help you tie in directly with the hard-hitting national campaign!

**DON'T MISS OUT ON THIS ONE! See your Monroe jobber now.**

BD-18 Assortment { 14 Monro-Matic Shock Absorbers  
4 Super Load-Levelers

Your selling price . . . . . \$228.20

Cost . . . . . \$140.90

**YOUR PROFIT . . . . . \$87.30**

## FREE

\$10 Shock Demonstrator  
\$ 5 Painted Barrel Test Stand  
2 Shock Absorber Window Banners  
2 Load-Leveler Window Banners  
10 ft. Plastic Outdoor Banner  
100 Hand-out Leaflets

**MONROE AUTO EQUIPMENT COMPANY, Monroe, Michigan**  
In Canada, Monroe-Acme Ltd., Toronto, Ontario  
In Mexico, Mex-Par, Box 28154, Mexico City  
**WORLD'S LARGEST MAKER OF RIDE CONTROL PRODUCTS**

# MONRO-MATIC®

## SHOCK ABSORBERS



## Karts Can Konfuse

(Continued from page 46)

off the roadbed in a turn.

Now single or multiple engine competition jobs are usually geared to drive the live axles with both rear wheels keyed firmly to the shaft. This changes the steering characteristics, but the driver soon learns to get with it, and is in better control when he can apply power to maneuver on turns, not to mention making better headway with full power on whichever wheel is

on the roadbed.

The single-wheel drive is adequate for ordinary driving and produces more normal steering, according to some, and most of the karts are driven this way.

The serious kart owner gets any number of choices in equipping his kart that he never gets in choosing his family car. He can choose from several types of brakes, wheels, steering systems or what-have-you. Of course, getting sophisticated has cost money in the karting field, for a rig that used to cost less than 150

smackeroos may now add up to 500 or more as the sights are raised.

Steering wheels run from handlebars and aircraft-type half-wheels to full-size jobs with plenty of grip area. Even the angle of the steering post is a matter for experimentation. The flexibility of the wheel is also a consideration.

Either steel or aluminum wheels are used by various factions who balance weight against strength. The tires are usually chosen according to the road surface, knobby treads for dirt and racing slicks for the paved track.

Most of the vehicles are not equipped with clutches and if so the clutch is locked out in competition, so a pushoff is the start unless a single-wheel drive is jacked up so the engine can be started with a pull-cord. In large race meets a small vehicle is always on hand to push the karts for a start or to move them off the track in case of a stall.

### All Kinds of Braking Tried

Every known method of braking is employed by the kart jockies. They may drag blocks directly against the tire as per the old wagon train, they may use internal or external brake shoes or bands on a drum, or they may use a spot brake to pinch a brake disc attached to the axle or the lower surface of the chain sprocket, using either hydraulic or mechanical means for operating the control. After exhausting every known trick in the book to get the bugs rolling, their concern about stopping them is incidental, but interest is quickening along this line also.

Steering units are being beefed up some to reduce wear on linkage and some are replacing their direct drive with a gear device to take some of the load during long runs.

While some of the purists in the sport feel that the karting field is due to be spoiled by all this evolution and improvement and the kart will be like a compact car being advertised as "the biggest and most luxurious compact available," so it will lose its simplicity and popularity. Yet others claim that the money they spend on experimentation is well worth it for the pleasure it affords them.

As many mechanics who have helped the kart jockies with their vehicles can testify, the karting bug is highly contagious and will bite you if you don't watch out. Air Force General Curtis LeMay has agreed with professional racing drivers that the kart provides a thrill equalling any they can find.

## Nearly Every Post War 6-Cylinder

# CHEVROLET NEEDS PLANET'S Direct Oil Conversion Kit

- Kit contains copper tubing and fittings for almost any postwar 6-cylinder Chevrolet.
- Provides added oil supply to top cylinder for proper Rocker-Arm lubrication.
- Saves wear and tear. Lessens repair bills.
- Quickly and easily installed. A full-profit item. And adds a good service charge to every installation.



5-531. Two-way tire gauge. Push or pull, for easy use on double wheels, 6 inch extension for accurate reading. Calibrated 10-160 lbs.



PLANET TIRE GAUGES  
In smart new display cases. Every car owner's a prospect.



PLANET GAUGE 5-589



Cylinder compression gauge, essential for motor work. Reads clearly, accurately 10-120 lbs.

WRITE FOR FREE CATALOG of tubing, fittings, connections, gauges and complete line of parts "needed every minute."

# PLANET

METAL PRODUCTS CORPORATION

964-968 DEAN STREET, BROOKLYN 38, N. Y., U.S.A.



**OLDS  
DEALERS  
HAVE IT!**

*The "Plus Business" Car!*

*Hot new number*

*in the LOW-PRICE FIELD!*

**F-85** →

*... every inch an OLDSMOBILE!*



Here's an all-new kind of car in the low-price field—more agile to drive, more economical to operate! Sized to seat six in comfort! Not too big . . . not too small . . . just right! So sturdy and road-sure it'll go all day without tiring! Smooth and quiet in the Oldsmobile tradition! A *profitable* package to sell!



**Built for the buyer  
who wants something better  
in a smaller car!**

Your prospects can choose from Sedans or Wagons . . . beautiful interiors in either glamorous fabrics or all-Moroccans. Let them check the quality, roominess, equipment . . . be sure they drive a new F-85! Once they take the wheel, they'll know this is an Oldsmobile!

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION • LANSING, MICH.

**For 1961 . . . the low-price F-85 makes it better than ever to be with OLDS!**

# How long does it change a set

*If you haven't checked lately, you're in for a surprise!*

- Starting with '58 models, plugs are much easier to reach
- More and more of your customers are driving "quick change" sixes
- Champion's Plug-Master wrench slashes time on "tough jobs"

## LESS TIME MEANS MORE PROFIT

You'd be surprised how much more profitable spark plug jobs are these days. One reason is that, since 1958, manufacturers have been designing engines so that plugs are easier to reach. For example, before 1958, Ford V-8's had spark plugs *under* the manifold. This job took approximately 30 to 35 minutes. Since '58, spark plugs have been *above* the manifold on many engines — and the job can be done in 24 minutes or less.



Ford V-8 with plugs under manifold requires 30 to 35 minutes for change



Newer models, with plugs above manifold, take only 20 to 25 minutes

Your profit on 8 plugs (at 45¢ per plug) is \$3.60. If the job takes only 24 minutes, this is

equal to an hourly rate of \$9.00! And that does not even include any installation charge to the customer. (The times shown here are averages — using a Champion Plug-Master wrench and Plug-Mate socket — and can easily be improved upon with a little practice.)

And "times have changed" for other new V-8's, too. (Chryslers, for example, now require only a half hour or less for plug changes, instead of the pre-1958 time of 40 to 50 minutes!)

## MORE COMPACTS AND "QUICK CHANGE" SIXES ON THE ROAD TODAY

Of course, spark plug changing is even easier and faster on 6-cylinder engines — averaging only *about 15 minutes* per job. And there are more and more 6-cylinder cars being sold every day. 40% of 1960 U.S. production was in sixes. And the growing popularity of compacts promises to raise this figure even higher for 1961.



It takes about a quarter of an hour to change plugs in any 6-cylinder car—a quick, easy profit

CHAMPION SPARK PLUG

# really take to of spark plugs?

## PLUG-MASTER AND PLUG-MATE SLASH TIME ON ALL PLUG JOBS

You can change even the hardest-to-reach plugs easily with the time-and-trouble-saving team of Champion's Plug-Master wrench and Plug-Mate socket. The Plug-Master's flex-handle saves time and knuckles as it gets into hard-to-reach places, while the Plug-Mate's magnetic socket holds plugs in a firm grip that doesn't let them drop and break.



Low-cost Plug-Master and Plug-Mate available  
from your regular Champion supplier



## AND YOU CAN NOW CHECK PLUGS FASTER, TOO—WITH A CHAMPION PLUG-SCOPE



Champion  
Plug-Scope  
makes  
spark plug  
checking  
as easy as  
watching TV

The Champion Plug-Scope is the fastest, easiest way ever to check spark plugs. You can check a whole set *electronically* — right in the engine — in less than 60 seconds!

And, best of all, your customers can see test results for themselves on the Plug-Scope — a real sales clincher for you! Ask your Champion representative or supplier for a free Plug-Scope demonstration — and see how easy plug checking can be!

With spark plugs easier to reach in new engines, and Champion tools that speed up the job, plug changing is now more profitable than ever before. Order a supply of Champion spark plugs, and see for yourself!

DEPENDABLE  
**CHAMPION**  
SPARK PLUGS



COMPANY • TOLEDO 1, OHIO

SOUTHERN AUTOMOTIVE JOURNAL for November 1960

Want more facts? Use Reader Service Card Page 101

63

## Shop Volume Is Up

(Continued from page 31)

IGO of Tennessee.)

He was uncertain as to possibly raising his labor rate of \$5.50.

"If profitable, I believe any manufacturer of fuses and flashers would gain many friends if a card were made showing the location of these items. Many flashers are hidden.

"Another problem could be eliminated if these plastic fuse holders or connections were imprinted as to circuit or at least colored."

By using a financing agency, Brown's Car Wash at Tuscaloosa, Ala., has achieved a shop volume climb of 50%, reported Alonzo Brown.

End of a dam site construction project has led to a decline of 25% in business for Christenberry's Garage, Mooresville, N. C. Mack Christenberry expressed the wish for a law "to make everyone pay his bill."

"By giving better service" volume has jumped 25% at Tucker's Garage, Mountainburg, Ark., said J. E. Tucker.

Piedmont Ford Co., Piedmont, Ala., will raise its rate from the \$3.50 installed in 1953, reported Roy

C. Merrill. Shop volume has been the same there as for last year.

The labor rate of \$4.50 at Oxford Motor Co. (Pontiac - Cadillac), Americus, Ga., was inaugurated last January. Volume has been the same there as in 1959.

## Bigger Markets Ahead For Car Industry

**T**his bright picture of the automobile's future in this country was painted last month by President L. L. Colbert of Chrysler Corp., speaking as president of the Automobile Manufacturers Association at the opening event of Detroit's first National Automobile Show:

An expected 7,000,000 average yearly production by 1965, and 8,000,000 by 1970.

"It seems clear that we are witnessing something like a revolutionary change in people's basic attitudes toward automobiles. It has been the custom in the past to think of the automobile as an all-purpose vehicle for use by the entire family. But with modern life becoming increasingly complex and diversified, people have begun to find that one car in the family is inadequate."

The growth of the multiple-car

family demonstrates most clearly a consumer-centered, high-consumption economy trend. Colbert noted the increase in two-car families from 11% in 1950 to 18% in 1960.

"With an increasing variety of car sizes, styles and functions available, people are going to be increasingly interested in selecting the model that suits their own personal needs and tastes. Because of this tendency, the future market for automobiles could turn out to be far better than we have thought up to now, and the automobile industry may be facing new opportunities and potentialities—greater than any it has experienced in the past."

Colbert pointed out that automobile use in our country forms an "economic stabilizer."

"Consider, for example, that last year out of a total of \$314 billion dollars spent on goods and services of all kinds, the sum of \$35.5 billion dollars was spent on the purchase, upkeep and fueling of privately owned passenger cars. When you add to this the many billions of dollars spent by business firms on the purchase, upkeep and fueling of cars and trucks, the total is a sum which at least equals the \$47 billions spent last year on the national defense."

## By far, the Two Best "Blacks" on the Market!



### BLACK MAGIC for the QUALITY Buyer

WHEN YOU WANT THE VERY BEST on the market, you have only one choice . . . BLACK MAGIC—the body mender that made black the magic color, and cream the magic hardener in body menders. But imitating the color, and switching to a cream hardener from liquids didn't duplicate BLACK MAGIC. The imitators forgot to duplicate the most important element—the know-how that went into BLACK MAGIC.

BLACK MAGIC MAY COST A FEW PENNIES MORE BUT IT'S WORTH DOLLARS MORE BECAUSE IT FILLS MORE

JUST AS SWISS has revolutionized the entire autobody mending operation with its sensational BLACK MAGIC, now in equally startling fashion it has developed a companion product, BLACK JACK that meets or beats in price and performance all competitive "just-as-good blacks" in the field.



### BLACK JACK for the PRICE Buyer

MANY SHOPS WANT BLACK MAGIC'S advanced body-mending advantages, minimum dust—no toxicity—no fumes, but at the lure of saving a few pennies have been tempted into buying a "just-as-good" "look-alike" product. To protect such buyers from imitations of a genuinely excellent product, Swiss Laboratory has developed BLACK JACK—an almost exact duplicate of BLACK MAGIC in everything but price.

SEND FOR A FREE 3/4 LB. SAMPLE AND BE SURE TO INCLUDE YOUR JOBBER'S NAME.

SWISS LABORATORY, INC. CLEVELAND 14, OHIO



**FOAM** is fine here, but...



...in a  
shock  
absorber

**FOAM** means

***FADE***

TURN THE PAGE FOR THE STORY

# only **COLUMBUS** dares to compare

For the first time you can see what actually happens inside a shock absorber after it heats up as in actual operation on a rough road. Except for the substitution of clear plastic shells and special mounts, here in every detail are three actual shock absorbers\* of leading competitors (marked as Brand "A," Brand "B" and Brand "C.")

They and the Columbus shock you see (all for the same popular make and model car) were put on the same laboratory cycling machine which simulates actual road conditions. All shocks, including Columbus, were subjected to the same treatment for the same length of time. As shown below in high-speed photography, the fluid in all the competitive shocks turned to foam. Only the Columbus fluid remained foam-free.

\*Shocks used were purchased on the open market in June of 1960.

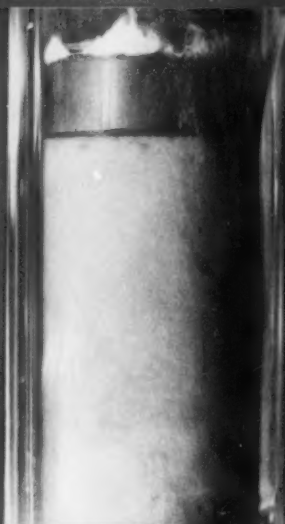
**See how ordinary shocks  
foam, lose control**

## BEFORE TEST



## AFTER TEST

**BRAND "A"**  
(Premium Duty)



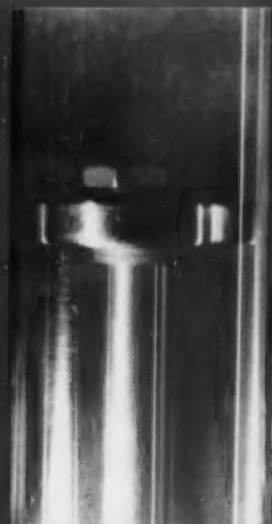
**BRAND "B"**  
(Heavy Duty)



**BRAND "C"**  
(Regular Duty)



**COLUMBUS**



### **Why foam means fade**

All shock absorbers, including the new improved Columbus, cushion road shock by using a valved piston acting against a column of fluid. But when the piston meets only light fluffy foam, instead of vastly more resistant fluid, control turns to mush. Wheel-to-road contact is lessened. Hop, skip and jump results.

The longer you drive, the worse it gets, the less safety, control and comfort you have. This is shock absorber fade. As you see above, only the new improved Columbus shock is foam-free. Only Columbus gives your customers the comfort, control and safety of a constant fluid cushion under all road conditions, at all speeds, at all times.

# just who is upside down?

**Ordinary Shock Heads-Down Mounting**  
Fluid chamber mounted to road-pounding wheels.  
Resulting foam causes fade—lost control.

**New Heads-Up Columbus Mounting**  
Fluid chamber mounted to smooth-riding frame.  
Freedom from fade gives constant road contact.

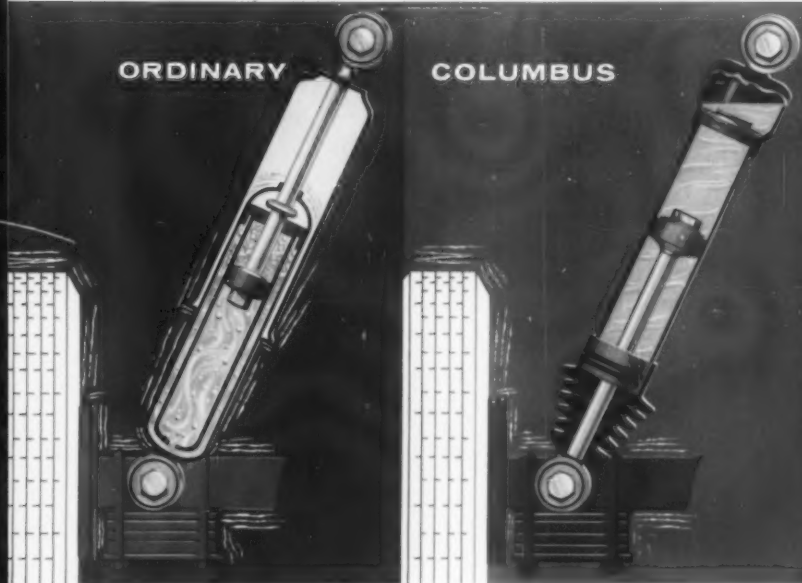
## Why Columbus Shocks are foam-free

All shock absorbers must have a large air chamber to accommodate the fluid displaced by the piston rod as it moves up and down. When the fluid mixes with this air, it becomes foam.

All ordinary shock absorbers have this chamber at the *bottom* and sides of the working chamber. Each stroke of the piston sucks air into the working fluid. And putting the fluid-filled working chamber on the *wheel* constantly shakes *all* the fluid, further creating foam.

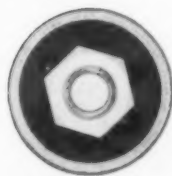
Only the patented Columbus design has the air chamber *above* the fluid—keeps the fluid and air *apart* so they can't mix—can't foam. Only Columbus mounts "heads-up"—with the fluid-filled working chamber attached to the smooth-riding frame, instead of to the ever-bouncing wheel-spring assembly.

Now, just who is upside down?

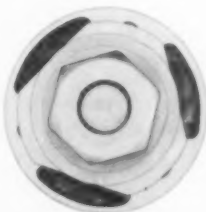


## bigger piston—more control—longer life

**COMPETITIVE PISTON**



**COLUMBUS**  
*Velvet-ride*



**COLUMBUS**  
*Luxury ride*



Up to now, an oversize piston has always meant premium price for premium performance. But regular-priced Columbus Luxury-ride gives you a larger piston than any shock available, with only one exception—the super-priced shock of one competitor!

Even the economy-priced Columbus Velvet-ride has a bigger piston than most regular-priced ordinary shock absorbers.

And Columbus' bigger pistons permit more valving—mean more work with less internal pressures. Result: cooler operation, constant fluid viscosity, smoother cushioning, longer life.

Give your customers premium shocks at regular prices—with Columbus!

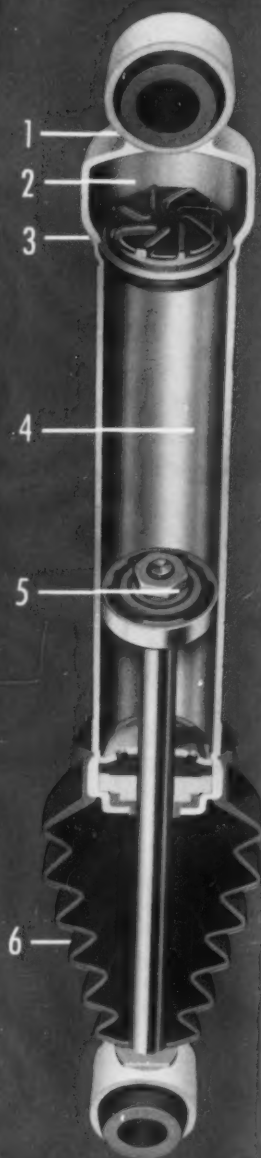
now turn the page and see what 18 months of constant design advances gives you in

**COLUMBUS**  
SHOCK ABSORBERS licensed by De Carbon

## COLUMBUS

# COMPARE

## ORDINARY



### COLUMBUS

#### TRIPLE-WELDED MOUNTS

Can take up to 80% more tension than single-welded mounts of ordinary shocks.

#### FLUID RESERVE AT TOP

Since air naturally rises, working fluid is always foam-free for full control.

#### HEADS-UP MOUNTING

Fluid chamber mounted to the smooth-riding frame. The piston does the work.

#### SELF-COOLING SINGLE TUBE

Dissipates heat directly to outside air. Shock runs cooler, helps to assure constant control.

#### EXCLUSIVE PROGRESSIVE VALVING

Adjusts immediately, smoothly to all road and load conditions.

#### RATTLE-FREE BELLOWS

Now 50% thicker. Quietly protects induction-hardened piston rod, allows heat to escape easily.

#### COLUMBUS SHOCK ABSORBERS

For Every Purpose—Every Pocketbook

**Velvet-ride:** premium performance for the price buyer.

**Luxury-ride:** non-foaming peak performance at no price premium.

**Level-ride:** heavy-duty, spring-supported for heavily loaded cars.

### ORDINARY

#### SINGLE-WELDED MOUNTS

Less rugged, more breakage than with Columbus triple-welded mounts.

#### FLUID RESERVE AT BOTTOM

Air is sucked into working fluid with each piston stroke, causing foam.

#### HEADS-DOWN MOUNTING

Fluid chamber mounted to the road-pounding wheels. Result: more foaming, less control.

#### HEAT-HOLDING DOUBLE TUBE

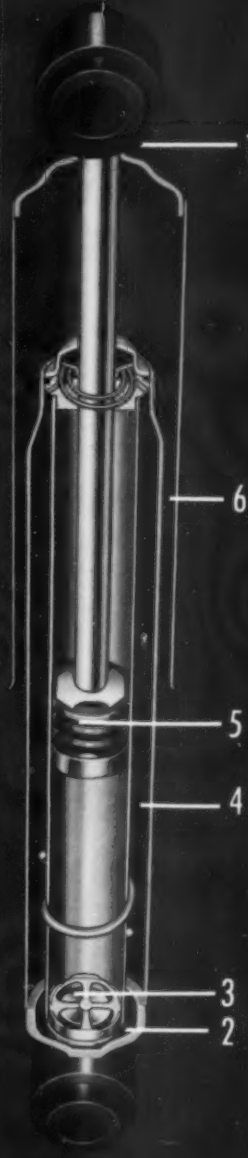
Air pocket between two thin-wall tubes, holds heat in. Shock runs hotter, loses control faster.

#### POP-OFF TYPE VALVING

Operates in successive spurts like 3-speed transmission.

#### HEAT-HOLDING DUST COVER

Forms second air pocket which holds heat in. Result: shock runs even hotter, more lost control.



*Velvet-ride*

*Luxury-ride*

**Level-ride**

**THE COLUMBUS PARTS CORP.**

1801 Spielbusch Ave., Toledo 1, Ohio / A subsidiary of The AP Parts Corporation



# EXIDE'S SURE-SELL KIT ZOOMS BATTERY PROFITS!

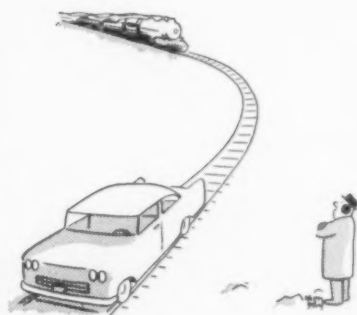
## FREE EAR MUFFS

This Exide wears earmuffs just for looks. Even sub-zero weather won't bother it. But how about your present battery? Ask your Exide dealer (he's in the Yellow Pages) for a free battery check-up and take home your gift earmuffs.

You get the free earmuffs whether or not you decide to buy a new Exide. All Exide batteries are built with A-S 57, our revolutionary manufacturing process that stretches out battery plate life—in snow or sunshine. You get a written guarantee, too, from the company that has built batteries longer than anybody else.

\*Auto Salesman 57, successfully highway tested since 1957.

When it's an Exide...you start!



For a better way to start your car, get an Exide battery.

## FREE BAR-B-Q MITT

This quilted 14" mitt protects your steel-turning hand—just as an Exide battery protects your car's starting power. Don't wait for your present battery to leave you in the lurch. Ask your Exide dealer (he's in the Yellow Pages) for a free battery check-up and take home your gift Bar-B-Q Mitt.

The mitt is yours free whether or not you decide to buy a new Exide. All



### HERE'S WHAT YOU GET IN THE EXIDE SURE-SELL KIT



**1** ONE EXIDE SURE-START BATTERY  
ORIGINAL EQUIPMENT GRADE



**2** 50 EARMUFFS FOR NORTHERN STATES



OR 50 BAR-B-Q MITTS FOR SOUTHERN AND WESTERN DEALERS



**3** ONE EYE-CATCHING WINDOW STREAMER  
36" x 15"

**5** BATTERY CHECK-UP REMINDERS TO GIVE YOUR CUSTOMERS

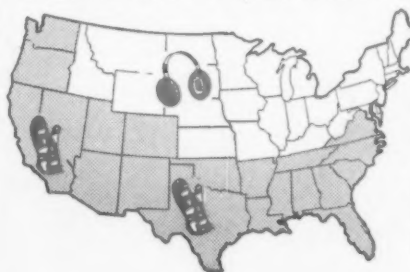


**4** ONE 18" x 20" POSTER

**6** TWO BATTERY SALES "SCORECARDS"

## ALL FOR ONLY \$24.45

Get an Exide Sure-Sell Kit and capitalize on Exide's startling advertising during your peak battery-selling months. Prospects in the northern part of the U.S. (see map) will read this 4½" x 12" double-header Exide ad with the free EAR MUFFS offer in LOOK, POST and five motor and sports magazines. Drivers in the south and west will see the same-size Exide ads, offering a useful BAR-B-Q MITT free at any Exide dealer's.



These two offers—keyed to your kind of winter weather—will pull in drivers for a battery check-up and frequently a new battery. Your battery sales and profits skyrocket when you sell with Exide. Ask your Exide distributor now for details. Exide Sales, Automotive Div., Box 6266, Cleveland 1, Ohio.

Readers are invited to contribute to—

## SHOP TALK

### "BLACK-EYE" CURE

San Antonio, Texas

Dear Sir:

With regard to your article, "Automotive Gets Black Eye" on page 11 of your September issue, on behalf of the student body here at Eason's Automotive School, 1753 E. Crockett St., San Antonio, Texas (the only state-approved private institute for automotive mechanics in Texas), we would like for you to know what is being done here to overcome the "throwbacks" resulting from poor automotive work.

The day class here begins at 8 a.m. and ends at 2 p.m. Class begins with one hour of classroom instruction on automotive fundamentals in their various phases. At 9 a.m. we have an hour of study that we utilize by doing research on what was discussed in class.

For this we use the over 200 books in our automotive library.

From 10 a.m. to 10:30 a.m. we

have a discussion period and from 10:30 'til 11:00 is a "break" period. From 11 a.m. 'til 2 p.m. we have a "shop" period in our shop, which is equipped with the very latest in automotive test equipment. It is here that we apply our technical knowledge and safety methods under the supervision of the chief shop instructor.

All complaints and suggestions are taken care of by the student body, which consists of shop foreman, student director, treasurer and publicity director—all of whom are students and fulfill all duties required as well as several assigned extra duties.

A grade of 70% is required to pass the school's course and receive a certificate of completion, which is recognized by the colleges of Texas for academic credit of 30 credit-hours.

We would be glad to furnish any information in regards to our school. It is our firm belief that if there



A column of informal comments about the automotive trade and its problems.

were more schools of our caliber, there would be much less complaining by customers in the various garages on automotive work.

JIMMY L. FLETCHER,  
Public Relations Chairman,  
Eason's Automotive School,  
1753 East Crockett Street

FOOL-PROOF...TROUBLE-PROOF PERFORMANCE

NEW!  
**SLO-CHROME**

*They stand out*

## SHOP AUTOMATION?

Wichita, Kan.

Gentlemen:

You see these ads in the paper every day:

"MECHANIC WANTED: He must be good and own tools. Must be sober."

Several things give that ad away. What's the matter there? Doesn't the place have a few extra tools?

"Must be sober." Is the job so bad that a guy gets drunk and gets fired so he won't have to quit?

Those garages usually consider a mechanic like a common laborer. We can stop all this if we turn over a new leaf.

If garages were to run a packing house, they would lift the carcasses around instead of using electric hoists and the public would starve for meat in a month—the way we (garages) operate. Or if we ran an air line, we would soon shorten the population. I saw a bread manufacturing plant a few days ago and almost everything was run automatically and neatly. I had to smile when I thought of us making bread. Other industries are growing over us.

We even get people in jails by not giving the service what they should

have.

Here is the way a shop should be. This would cost money. Build a special shop or maybe rent one . . . would need plenty of twin lifts and hoists on rails. For example, we are going to do a transmission job:

A customer drives in with an automatic transmission and an expert tells him what's wrong. If the transmission must come out, the car is put on the lift. Next, men trained for transmission driveshafts and rear ends begin to remove the transmission. (The shop will furnish the tools for speed and to make the job easier. It will only have a few but they will be best for the job and a lot of them will be made for the job.)

The crossmember bolts that are always so hard to remove will be cut with a torch by a well-trained man, with new bolts for assembly. After the transmission is lowered, a hoist on a rail will take over. No lifting. The transmission will then be rolled to a cleaning room on the hoist rail—still no lifting. After it is cleaned, it will be rolled back on the same hoist to a roller table. There it will be disassembled by a man trained to do that job. He will use a power tool. The customer then

will be called if necessary to inspect his transmission with an expert.

Say the transmission will need \$71 for parts and the customer agrees. Another transmission like his will be rolled out of stock, hooked to the hoist and assembled in the same manner. After it is installed it will be tested on the parking lot or a deserted street. The customer then will drive off without much more than one-hour delay instead of one or two days. If we should have a comeback, we would seriously check to avoid another instead of just acting as if nothing happened.

We would have regular help assemble drums, clean valve bodies, etc. They would have mechanical photos right before them. Two final transmission men would assemble the transmission. We would use two to avoid mistakes.

We would have a fast machine to replace U-joint kits. I already have an air-type valve tool and have sold a few. This valve tool also is used in a special table which makes it easy to remove and replace all piston springs in transmission drums.

We would have girls for parts shaggers. I've already tried this and it works fine. Girls like to drive

# McQUAY-NORRIS

CHROME CONTROL

## LEAK-PROOF

PISTON RINGS

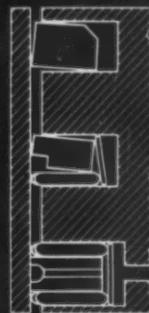
## NEW SLO-CHROME MEANS LONGER LIFE



SLO-CHROME—exclusive with McQUAY-NORRIS—is a special, unhurried plating process whereby dense, fine grain chrome is carefully applied to assure immediate and permanent oil control. SLO-CHROME is more expensive to produce than other types of plating, yet costs you no more. SLO-CHROME is used on all steel rails, and on top chrome rings.

## SEVEN WIPING EDGES

The famous Leak-Proof piston ring set (including the outstanding "400" oil ring) has seven (count 'em) wiping edges. No other ring set has so many wiping edges to save your customers gas and oil.



**Because they stand up!**

around, can get five or six hundred pounds unloaded or loaded in no time and get waited on first, too. Their insurance rate is lower than that for boys.

We would have a healthy group but wouldn't consider age much. Some mechanics 60 years old are as smooth operators as those much younger.

Now with this setup, don't you think the mechanic would sing going to work in the morning—not having to lift and clean all day?

WALTER BIELER,  
315 So. St. Frances

### U. S. Truck Population May Double by '75

**T**OTAL United States truck population will approach 20,000,000 vehicles — almost double its present size—by 1975, while new-truck registrations will reach an annual rate of 2,000,000 a year.

Those predictions were made by Wilbur Chase, truck marketing manager for Ford Division of Ford Motor Co., who said that "by the end of this decade, trucks will be hauling more goods farther than all of the railroads in the nation combined."

Outlining the growth of the trucking industry, Chase said that "several leading trucking companies have already exceeded well-known railroads in annual sales volume, as well as in capital investment."

### Separate Showroom Proves Valuable

**A** SHOWROOM separate from its main building and sumptuously outfitted is helping to stimulate sales in both new and used models for Harry's Cadillac-Pontiac Co. at Asheville, N.C.

Situated across the street from the headquarters office with its original smaller display area, the annex, because of the high quality of its surroundings and its plus-appeal, helps draw a discriminating class of customers who prefer this kind of an atmosphere to an outdoors lot for their operation.

"A luxuriously-styled showroom builds up a dealer's prestige and draws the carriage trade," explained Harry D. Blomberg, owner. "It appeals particularly to women who like to shop in a sleek area, well lighted with modernistic decor and always kept spotlessly clean."

The site was formerly a storage

garage which had been leased by the dealer to a dress shop anxious to locate there because of the strategic location on a fashionable shopping street next to the George Vanderbilt Hotel. When the dress shop venture folded, Harry's placed a few models there in what was thought to be a temporary stop-gap until a new tenant could be found. But when the new cars found ready buyers, Blomberg, convinced that he had a good sales site on his hands, decided to modernize the area and make permanent use of it.

Measuring 75' front and 150' depth, the showroom is designed in the latest decorative style with diagonal tile asphalt flooring in alternate brown and pink squares, contrasting walls of blue, green, yellow and pink. Decorative touches are rubber plants in the corners. Festooned flags and pennants help build up a gay, holiday atmosphere. In sharp contrast with their neighboring sleek models are two old-timers, a Pontiac '27 and a Cadillac '26 discreetly placed in the rear.

When lighted at night through overhead fluorescents, the showroom stands out markedly on this well-traveled thoroughfare, somewhat resembling a supermarket effect. It

# McQUAY- NORRIS

## "CUSTOM-CRUSH" BEARINGS

Perfect  
saddle fit





This used to be a storage garage which was later leased to a dress shop. When the shop closed, Harry's placed a few models here (across the street from the dealership's building) until a new tenant could be obtained. But car buyers liked the location, so it was modernized into a permanent showroom.



is open five evenings a week from 9 to 9:30 p.m., except Saturday night, with two salesmen continually there.

"Largely because of these surroundings we have been able to mark up prices from \$100 to \$500," said "Buddy" Patton, general man-

ager, "because they look better. Furthermore, it helps stimulate impulse buying. I recall one instance when the morticians held a convention at the adjacent hotel and we were able to sell three Cadillacs to delegates who walked by and stopped in."

Another value of the showroom

has been that it has indirectly helped to sell more new models because of the higher turnover in used cars with more trade-ins.

Since the dealer also owns the 200'x80' lot back of the showroom, he is planning to eventually centralize his operations in one area.

**NEW!**

**CUSTOM-CRUSH\* MEANS PERFECT SADDLE FIT, TOTAL HEAT TRANSFER**



CUSTOM-CRUSH is just one of the many features that make McQuay-Norris Bearings stand out. Longer engine life, less down time are assured. CUSTOM-CRUSH means perfect saddle fit, complete heat transfer.

\* THE SPECIAL McQUAY-NORRIS CRUSH ALLOWANCE AT THE SPLIT LINES ASSURES PERFECT SADDLE FIT.

ORIGINAL PRODUCTION BEARINGS HAVE A UNIFORM AMOUNT OF CRUSH BECAUSE ALL PARTS ARE NEW. REPLACEMENT BEARINGS SHOULD HAVE A SPECIAL CRUSH AT THE SPLIT LINES TO COMPENSATE FOR SADDLE WEAR AND DISTORTION.

**NEW!**

**McQUAY-NORRIS "Alum-lined" engine bearings are available for late model engine applications.**

**MORE THAN 6400 NUMBERS** of all types—a bearing for every need.

Dear Bill,

Careful there, man, you've been thinking again! So you wonder "what they'll call greasemonkeys when there are no grease jobs." And don't let me kid you, the thinking isn't as far afield as some might imagine.

It would only take a couple scratches of the pen for the manufacturers to wipe out the future lubrication business in the field. Down through the years they've been dropping a lubrication fitting here and another one there until nowadays a couple snorts and a squirt—and the whole vehicle is lubricated.

When you think back to the early days when we had to screw down each grease cup by hand and then refill it for another try, on maybe a couple dozen lubrication points, a lubrication job was a major operation. Some manufacturers tried to beat the rap by putting oil cups in their place to ease the chore, but they simply wouldn't get the job done, and we'd have to replace them with a pressure fitting so grease could be injected.

The screw-type guns, followed by the pump-type, and then the pneumatic-powered guns, after they im-



proved pressure fittings, all did their bit toward putting the lube job in the "quick service" department, and for that we are grateful. But believe me, man, we'd sure miss the customer contact if they ever write off the lubrication job altogether.

But we've been working toward keeping our customers dropping in on us instead of at their gas station for quick-service items of all kinds in order to maintain the periodic contact so important if we are to be able to locate their bigger jobs and sell them before they become too big, or get the job done elsewhere.

We did a bit of inquiry among our

customers to see what kept the quick-service trade away, and not much to our surprise we found that it was the same problems that made the quick-service trade unpopular and unprofitable for us in the shop. The customer, as well as the mechanic, found that our ponderous methods of working them into the service department took more time than it would take to do the small job they had in mind.

So in order to keep them coming our way for all their service problems, we simply separated the sheep from the goats at the doorway, and routed the quick-service stuff to a

**...AND ALL OTHER McQUAY-NORRIS PARTS IN THE COMPLETE LINE ALSO HAVE SPECIAL FEATURES SPECIFICALLY DESIGNED FOR REPLACEMENT USE.**



special area with an exit so we could change the headlamp, adjust the brakes, or whatever, and get them on their way right now. If we are able to locate a need for a bigger job, they can be delivered home and we reroute the job into the main shop, or we schedule it for a convenient time in the future. In this way we are able to eliminate the feeling of being trapped and delayed which was the complaint most often received when we polled the customers about this type work.

I recall that over 30 years ago the end of lubrication work was predicted when automatic lubricators installed on some cars carried oil to all lubrication points, but I somehow feel that we are much closer to that predicted time of cars with no lubrication requirements than ever before.

Yrs,  
Ed.

### Buick Issues Caution On Wheel Balancing

**T**HIS caution has been issued by Buick Division on wheel balancing its 1961 models:

When balancing rear wheels, never exceed a speedometer speed of

35mph on a car with a standard rear axle assembly or 75mph on a car with Positive Traction rear axle. Excessive speeds do not improve the balancing operation and may cause damage to the rear axle assembly.

When balancing the rear wheels



Thel G. Boyette (shown here) of Raleigh has been appointed executive director of the Independent Garage Owners of North Carolina with offices in Raleigh. President George Miller announced. A native of Johnston County, Boyette has been a resident of Raleigh for the past 15 years where he has been active in civic and fraternal organizations.

on a car equipped with a Positive Traction axle, jack up both rear wheels by placing the jack under the differential housing. Install the other wheel with opposite wheel removed. Do not remove the previously balanced wheel as it is now in balance and will not affect the balancing operation.

### Nevergold of Chrysler Goes To Ford Motor Credit

**E**DWARD C. Nevergold, formerly automobile manufacturing assistant to Chrysler Corp.'s dealer relations vice president, Charles Jacobson, has been named general sales manager of Ford Motor Credit Co.

A graduate of the University of South Carolina, Nevergold is a former Wilmington, Del., Ford dealer and at one time was vice president of Universal CIT Corp. in charge of the Philadelphia Division.

### Fleetmen Hear Schuster

The Fleet Superintendents Association of Atlanta, Ga., last month heard an address by William "Bill" Schuster, fleet sales engineer for Perfect Circle Corp.

# McQUAY-NORRIS

## ENGINE AND CHASSIS PARTS

### EXAMPLES:

- McQuay-Norris aluminum alloy pistons have beveled-up heads to stand up under modern high compression operation, and cam-ground skirts to provide constant clearance for quiet operation and oil control.
- McQuay-Norris self-aligning tie-rods and sockets are precision made, with dual bearing surfaces and self-adjusting oil tempered internal springs.

***They stand OUT because they stand UP!***

McQUAY-NORRIS MANUFACTURING CO.

ST. LOUIS • TORONTO



## Texas Holds Second Spot In Truck Registrations

**T**EXAS continues to hold second place in U. S. truck registrations, with a total of 893,826 of the 11,699,318 registered last year. California is first with 1,119,777.

After Texas, Missouri led all other Southern states with 322,016 trucks registered last year. North Carolina followed closely with 313,629, and Florida totaled 305,396. Registrations for Alabama were 226,155; for Arkansas, 198,815; for Delaware, 46,167;

for Georgia, 274,216; Kansas, 272,450; Kentucky, 235,240; Louisiana, 223,492; Maryland, 140,615; Mississippi, 180,943; New Mexico, 115,857; Oklahoma, 283,419; South Carolina, 153,949; Tennessee, 226,713; Virginia, 217,026; West Virginia, 116,400, and the District of Columbia, 19,601.

The average American family receives a total of 78 days of truck service each year, with trucks carrying annually about 240 tons of goods per family or 70 tons per person.

These facts and others are brought

out in the Automobile Manufacturers Association's newest edition of its statistical handbook, *Motor Truck Facts*. In its 56 pages of charts, tables and other statistical information, the booklet covers such subjects as truck scrappage, mileage, usage and world truck production. Among its highlights are:

The average age of trucks in use—including 480,000 manufactured before World War II—is 7.48 years. In 1941 the average age was 5.60 years.

As the world's largest producer of motor trucks and buses, the United States last year equalled the combined output of its three nearest rivals, Russia, Great Britain and West Germany.

Only one per cent of truck owners have ten or more trucks, while 81% own only one.

Trucks of 6,000 pounds or less of gross vehicle weight accounted for 50% of total factory sales in 1959, while single-unit trucks represented 95% of total trucks registered. School buses were 90% of total bus production.

The number of trucks on U. S. farms has tripled since 1940 and now totals 3,060,000.

Trucks and buses account for 14% of vehicles on major U. S. toll roads but pay 34% of the tolls.

U. S. truck and trailer producers used 715,000 more tons of steel, 23,000,000 more pounds of copper and 17,000,000 more pounds of aluminum than in 1958.

More than 80% of urban truck trips originate and end within a city area.

Truck transportation last year gave employment to 7,335,000 persons, or one out of every nine employed men and women in the nation. Special taxes on trucks totaled \$2,700,000,000—an increase of \$240,000,000 over 1958.

AMA accumulates data on cars and trucks annually from a wide variety of sources.

## Plymouth Division Names Guenther

**J**OHAN C. Guenther has been appointed director of advertising and sales promotion for the Plymouth-De Soto-Valiant Division, General Manager Harry E. Chesebrough announced.

Formerly on the staff of B. W. Bogan, Chrysler Corp. vice president, Guenther has been an executive in the corporation for the eight years. He will be responsible for directing advertising, sales promotion, merchandising, sales training and special events for the division.

**NOW**  
brand new design

**K-D Saftee Lites**

• Clearance • Marker • Identification

with K-D's Economical Quality Built-In



KD X522  
Shockmount  
KD 522 Non-  
Shockmount  
2" x 3 1/4" x 1 1/4"

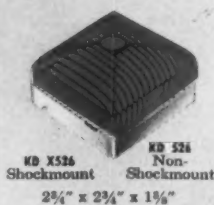
**VISIBILITY** 120° light spread . . . high candle power output. Exceeds SAE specifications . . . marked and certified as meeting ICC requirements.

**DESIGN** Completely new . . . rectangular lites, square and oblong . . . consistent with latest truck and trailer design. Die-cast base . . . provides for inside and outside wiring. Color-fast, non-craze plastic lens. Economical standard type bulbs designed for long life . . . filament operates at low temperature for mechanical strength.

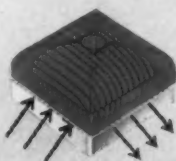
**RUSTLESS** No gaskets to deteriorate. Engineered to disperse condensation . . . moisture gets out fast!

**LABOR SAVING** Easily installed . . . only two mounting holes . . . flush mounting . . . no sockets to protrude. Lens easily pries off and snaps on . . . no screws . . . lock compression latch.

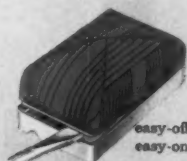
Available shock mount lites . . . with cushioned bulbs to prolong life: KD X522 and KD X526.



KD X526  
Shockmount  
KD 526 Non-  
Shockmount  
2 1/4" x 2 3/4" x 1 1/4"



will not trap moisture



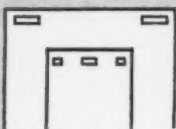
easy-off  
easy-on



### K-D LAMP COMPANY

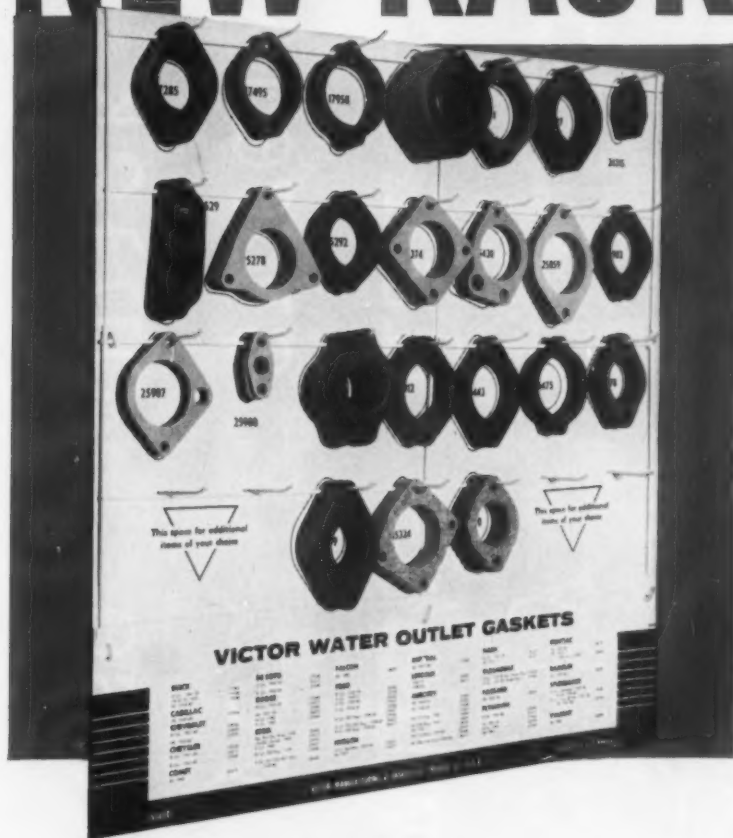
1910 ELM ST., CINCINNATI 10, OHIO

The Complete Line Turn Signals, Truck Mirrors, Stop and Rear Lites, Reflectors, Clearance Marker Lites are representative of K-D's complete single-source-service of Automotive Saftee Products.





# NEW RACK IDEA



helps you  
give better  
**COOLING  
SYSTEM  
SERVICE**

**You buy one rack—  
Victor keeps it current year after year**

Here's a brand-new idea to help you get more cooling system service business. This combination storage-display rack will keep your Victor water outlet gasket assortment *always up to date*.

The secret of this new rack is a renewable backboard printed with numerical identification and outline of gaskets in Victor's latest assortment. Victor keeps your rack *current* to cover the *latest* models by supplying you with a new backboard year after year. No need to buy a new rack each year; you'll just change the backboard—and *it's free!*

The Victor water outlet gasket assortment is carefully selected to cover "90% of the cars on the road." With this rack and this assortment, you'll always have the right gasket to help build more cooling system business.

Order now from your Victor Jobber by these numbers: No. JV147D for the rack; No. JV137J for the gasket assortment.

Victor Mfg. & Gasket Co., P.O. Box 1333, Chicago 90, Ill. Canadian Plant: St. Thomas, Ont.



The big gasket assortment for this rack—No. JV137J—gives you 24 different numbers (260 gaskets total) for water outlets, thermostat housings, thermostats and water bypasses, covering all current makes and models, including 1960's. For smaller shops, assortment No. JV138G gives you only the gaskets for the most popular cars—12 numbers, 120 pieces total.

## VICTOR

Sealing Products Exclusively

**GASKETS • OIL SEALS • PACKINGS**

**The 100% Coverage Line . . . for Cars, Trucks, Tractors, Stationary Engines**

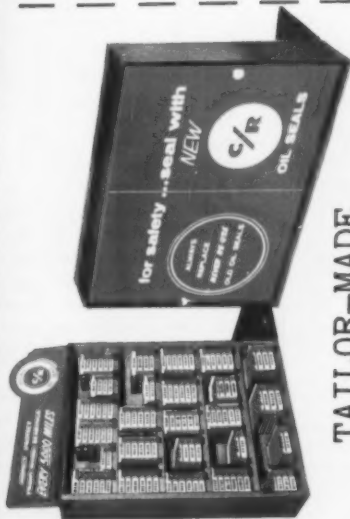
You  
buy  
only  
what  
you  
want

You  
open  
only  
what  
you  
use

You  
install  
without  
damage  
surely,  
quickly

**LET C/R**

**SOLVE YOUR SEAL PROBLEMS**



**TAILOR-MADE  
SERVICE STOCKS**



**INDIVIDUALLY  
PACKAGED**

**One-Seal-To-The-Box**



**NEW  
REAR WHEEL  
TOOL  
SAVES TIME**

C/R offers you the industry's first and only tailor-made service stock. You select the seals you need to service the vehicles most often in your shop. Your C/R representative keeps you supplied with the specified quantity of each item—you have no inventorying problems. And, if any items don't move, they're replaced without penalty with those in high local demand. Choice of handsome cabinets, above, display seal stocks conveniently, neatly. And ask about C/R's free bonus seals.

C/R Oil Seals now are packed one-to-the-box with big, bold "Here I Am" numbers. No more stocking of opened cartons...no "wrong sizes in right boxes"...no annoying losses...no doubt about how many of what seals you have—and you'll read the big stock numbers at a glance to get the seal size you want in a jiffy. Seals stay damage-free and factory-fresh until you use them. C/R part numbers appear on the inside of the tuck-in flap for positive cross reference. The new convenience of C/R unit packaging costs you nothing extra.

This new C/R combination tool for BOTH FRONT AND REAR WHEELS installs seals right every time without damage. Sliding sleeve has "centering cone" to position seals in rear axle housings. Use without sleeve for inserting seals in front wheels. Comes complete with C/R Rawhide Hammer and full set of adapters. There's nothing else like it—nothing so handy—and only from C/R.

**YOUR C/R SUPPLIER WILL BE SEEING YOU SOON ABOUT THESE NEW PROFIT BOOSTERS**



**CHICAGO RAWHIDE  
MANUFACTURING COMPANY**  
SERVICE SALES DIVISION  
ELGIN, ILLINOIS  
**SEAL OF PROVED PERFORMANCE**



**SEAL EVERY SALE  
FOR SAFETY...**

Get the facts about the big oil seal profit picture. Ask your C/R Supplier for a copy of the FREE new booklet or write direct!

## Florida Third in Gains

(Continued from page 41)

Passenger cars are expected to total 61,569,000 for 1960, a 3.4% increase over 1959. Trucks and buses are expected to number 12,299,000, a gain of 3%.

The 3.3% rate of increase anticipated is less than in the previous year. Recent annual increases in total registrations, which reached a peak in 1955 when the automotive industry attained a record sales volume, have been as follows:

1954—4.1%; 1955—7.2%; 1956—3.9%; 1957—3.0%; 1958—1.7%; 1959—4.3%.

California leads the states in expected total 1960 registrations with 7.8 million, followed by New York with 5.1 million. Texas, Pennsylvania and Ohio will each have over four million, Ohio for the first time; Illinois and Michigan will have over three million; New Jersey, Florida and Indiana will have over two million, Indiana for the first time. These ten states account for 54% of the total registrations. An addi-

tional 17 states are expected to have over one million registrations each. Arizona leads in anticipated increase in total registrations with 7.4%, followed by Hawaii with 7% and Florida with 6.2%. Eight other states have expected gains of 4% or more. Only five states will have gains of less than 2%.

## Steam Up Profits

(Continued from page 47)

first thing we do is to steam-clean it."

Although steam cleaning is included in all flat-rate and estimate jobs, there is no additional charge for steam cleaning. And for that there is good reason, according to Thompson:

"We can do the job quicker and better after we steam-clean it. A mechanic in 15 minutes with the cleaning unit can get an engine cleaner than if he devoted 30 minutes to its cleaning by use of the customary naphtha and water. And the steam job is a great deal better."

It requires only two minutes to turn on the cleaning unit and have it ready for operation, and the actual cost of cleaning an engine is between 15 and 20 cents, Thompson found. Thus, by spending less than 20 cents on the steam unit operation, the garage saves the cost of naphtha and water formerly used for cleaning, and at least 15 minutes of a mechanic's time. That alone, the Texan said, is worth much more than the small cost of steam-cleaning the engine.

Obviously the mechanics like to use the mechanical cleaner. It enables them to prepare a job for working on much quicker than formerly, and the intense cleanliness of the unit to be worked on makes it easier and quicker to repair, Thompson said.

When a car comes in for a tune-up, for example, the first thing the mechanic does is to drive it to the cleaning corner and turn on the steam. He not only cleans the entire top area of the engine by raising the hood and working from above, but he jacks up the front-end of the car and cleans the engine from below as well. He then moves the car to his stall and proceeds with the tune-up.

Thompson declared that the mechanic can turn out a tune-up or any other major mechanical job quicker now, including the time required for cleaning, than he did formerly without using the steam unit. He thinks the average jobs are

# North...East...South or West... SHURHIT'S PROFIT PACKAGE\*

helps you get your share of the  
profitable tune-up business in your locality



WC-300  
(one of 6 cabinets)

Whether you service Passenger Cars, Foreign Cars, Trucks, Tractors, Marine, Industrial or Small Magneto Engines—SHURHIT can supply you with a complete line of ignition replacement parts and service information.

\*The SHURHIT "PROFIT PACKAGE" consists of an Ignition Cabinet, Top Quality Repair Parts, Service Data, Tune-up Information, Sales and Training Aids. Best of all, your SHURHIT Jobber will supply you this entire "Profit Package"—with your choice of 6 cabinets and the initial stock of quality parts you need for your locality and your trade at an amazingly small initial outlay. Why not consult him about it today? Remember—you'll grow faster and go farther with SHURHIT IGNITION.

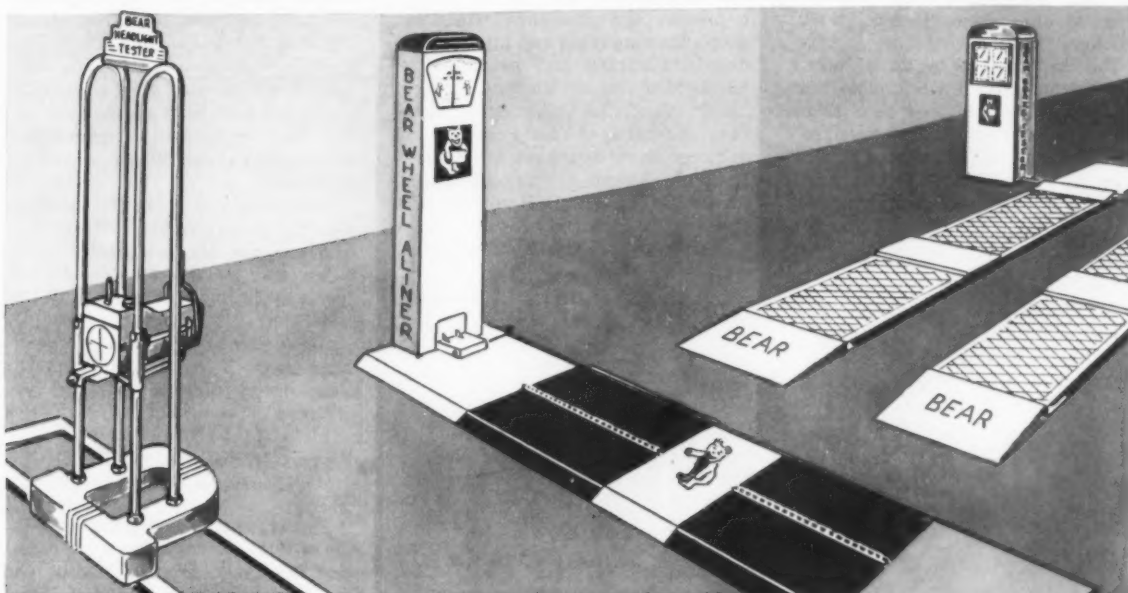


**Shurhit** PRODUCTS, INC.

Waukegan, Illinois



# 3 reasons why Bear Safety Cheks are PROFITABLE



## BEAR HEADLIGHT TESTER

- Pinpoints the center or "hot-spot" for precision adjustment!
- Built-in candlepower meter indicates lamp efficiency!
- Complete light pattern visible on calibrated screen!
- Simple setup simplifies aiming all four headlights!
- Level pointer eliminates need for level floors!
- Approved by all vehicle inspection states!
- No need to remove anything to test headlights!

## BEAR DRIVE-OVER WHEEL ALIGNMENT TESTER

- Gives instant, accurate readings — automatically!
- Tests vehicles under actual driving conditions!
- No installation worries — no pipes or wires!
- Shows exact amount of side drag in feet-per-mile!
- Large, easy-to-read dial set at eye level!
- Trip device resets to zero after each test!
- Use to re-check accuracy of complete alignment!

## BEAR HYDRAULIC BRAKE TESTER

- Measures all four brakes simultaneously!
- Fully hydraulic operation — entirely automatic!
- Positive, direct reading — no mechanical linkage!
- Large, direct-reading meters — no need for calculations!
- Smooth roller action — no springs in platform!

# a profitable public service that builds GOODWILL

Building customer goodwill is only one benefit of the Bear Safety Chek... it can also be your most valuable source of income. Practically every car you Safety Chek is a potential customer...

- 3 out of every 5 will need headlight service
- 2 out of every 5 will need wheel alignment
- 1 out of every 3 will need brake service

What's more, you have the advantage of the business-building power of the Nationally Advertised Bear Sign to bring in extra profits. The 3 BIG MONEY MAKING TESTERS will easily fit into the average shop space — they are the FASTEST, MOST ACCURATE Safety Testers you can own. All the Extra-Profit Facts are contained in the FREE Safety Guide Book — Mail the coupon for your copy TODAY!

be on the Safe Side with Bear • Go Bear • Go Right

MAIL THIS COUPON NOW

BEAR MFG. CO.  
Dept. S-5, Rock Island, Illinois

Without cost or obligation,  
send my Free Copy of the  
Bear Safety Guide Book.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# BEAR SAFETY SERVICE

done better, too, because the cleaning completely reveals all parts to be serviced; and the mechanic, working with non-greasy hands, is able to do more efficient work, quicker.

The garage does a lot of automatic transmission work. The first thing the mechanic does on a transmission job, after it has been removed, is to move it to the steam-cleaning corner and give it a thorough cleaning, including all parts.

As a further good-will gesture to augment the cleaning of the motor

which has been overhauled or tuned, the garage repaints all motors that have been cleaned. Thus the "brand-new" look of the motor impresses the customer with the shop's thoroughness and attention to details. Cleaning and painting are among the major factors utilized by Thompson to build repeat business and bring in new customers.

Thompson's first year in his new building showed a gross volume of about \$30,000. His 1959 volume was \$89,000, with four mechanics and a helper, and 1960 volume is expected

to reach \$100,000.

Although he did not install the steam-cleaning unit with the idea of developing custom cleaning business, a steady flow of custom cleaning runs through the shop. This business comes mainly from customers whose cars were cleaned as a routine part of a mechanical job and who appreciate a clean motor and chassis even though no service is needed.

For cleaning the motor from the top, the charge is \$4.50. If the customer wants the underside of the motor and the chassis steamed, the fee is \$6.50. Most of them take the latter job.

As a means of keeping up the appearance of growth, Thompson furnishes a different color and type of uniform to mechanics yearly.

### Extra Investment Adds \$ (Continued from page 39)

This station has been steadily expanding its shop business because, said Bryson, "the profit from oil and gas alone just isn't enough to meet our needs."

Situated at the intersection of several highways which stream with traffic in the summer, the station has steadily promoted its services. For example, only a short time after buying one tire changer, another was purchased in order to speed up that activity. Portable lifts were purchased in order to facilitate the handling of cars requiring jacking up.

The power wrench came along as a natural development with this, Bryson asserting, "I wouldn't take anything for it."

### Interest in French Firm Acquired by Mogul-Bower

A substantial interest in France's largest sleeve bearing company, the Societe Francaise des Coussinets Minces, has been purchased by Mogul-Bower Bearings, S. A., wholly-owned Swiss subsidiary of Federal-Mogul-Bower Bearings, Inc., of Detroit.

The interest was acquired from the French firm's majority owner, the Renault automotive firm, for an undisclosed amount of cash. S.F.C.M. produces a broad line of engine bearings, bushings and thrust washers for France's largest automotive firms, diesel engine builders and other industries, its major automotive customers including Renault, Peugeot, Citroen and Simca. The company employs about 300 people in its plant at Orleans.



### MODEL 901 TAPPET GRINDER

*Ask the Man Who Operates One*



Now!!! You can salvage tappets by grinding them to the correct radius specified by the manufacturer on S-V Model Tappet Grinder. Complete radius setting chart supplied with each grinder. FAST — ACCURATE production is possible with Model 901... Assures Better Engine Performance — Quieter Valve Action — Less Camshaft Lobe wear.

Write for Free Literature on all S-V Equipment

**Storm-Vulcan, Inc.**

WHERE MACHINES ARE DESIGNED WITH THE OPERATOR IN MIND

2225 Burbank Street • Fleetwood 1-3735 • Dallas 35, Texas

# HOLMES

*Wrecker Equipment*



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**3** J. C. JOHNSON  
1328 La Paloma Way  
COLORADO SPRINGS, COLO.

**4** VERNON L. LEDFORD  
5652 So. Garfield Ave.  
MINNEAPOLIS, MINN.

**5** ROBERT D. CLARK  
1820 D. Street  
LINCOLN, NEBRASKA

**6** JOHN S. SCHROCK  
1620 Maple  
GARLAND, TEXAS

**7** WILLIAM YUEDE  
439 Kingston Dr.  
ST. LOUIS 25, MO.

**8** HARRY GILBERT  
929 W. Crest Rd.  
CHATTANOOGA, TENN.

**9** MATT B. SAVAGE, JR.  
20818 Harper Ave.  
DETROIT 36, MICH.

**10** VAL P. REICH, III  
1720 Gaynor Rd.  
COLUMBUS 13, OHIO

**11** R. N. MCKENNEY  
292 Washington St.  
ARLINGTON, MASS.

**12** GARY C. COOPER  
Lower Cross Roads  
SADDLE RIVER, N. J.

**13** FRANK H. STOUFFER  
421 Weidman St.  
LEBANON, PA.

**14** A. JOE DUFFY  
S. Mayfield Lane, Rt. 2  
ELLERSON, VIRGINIA

**15** A. FRANK THOMAS  
3644 Hedrick St.  
JACKSONVILLE, FLA.

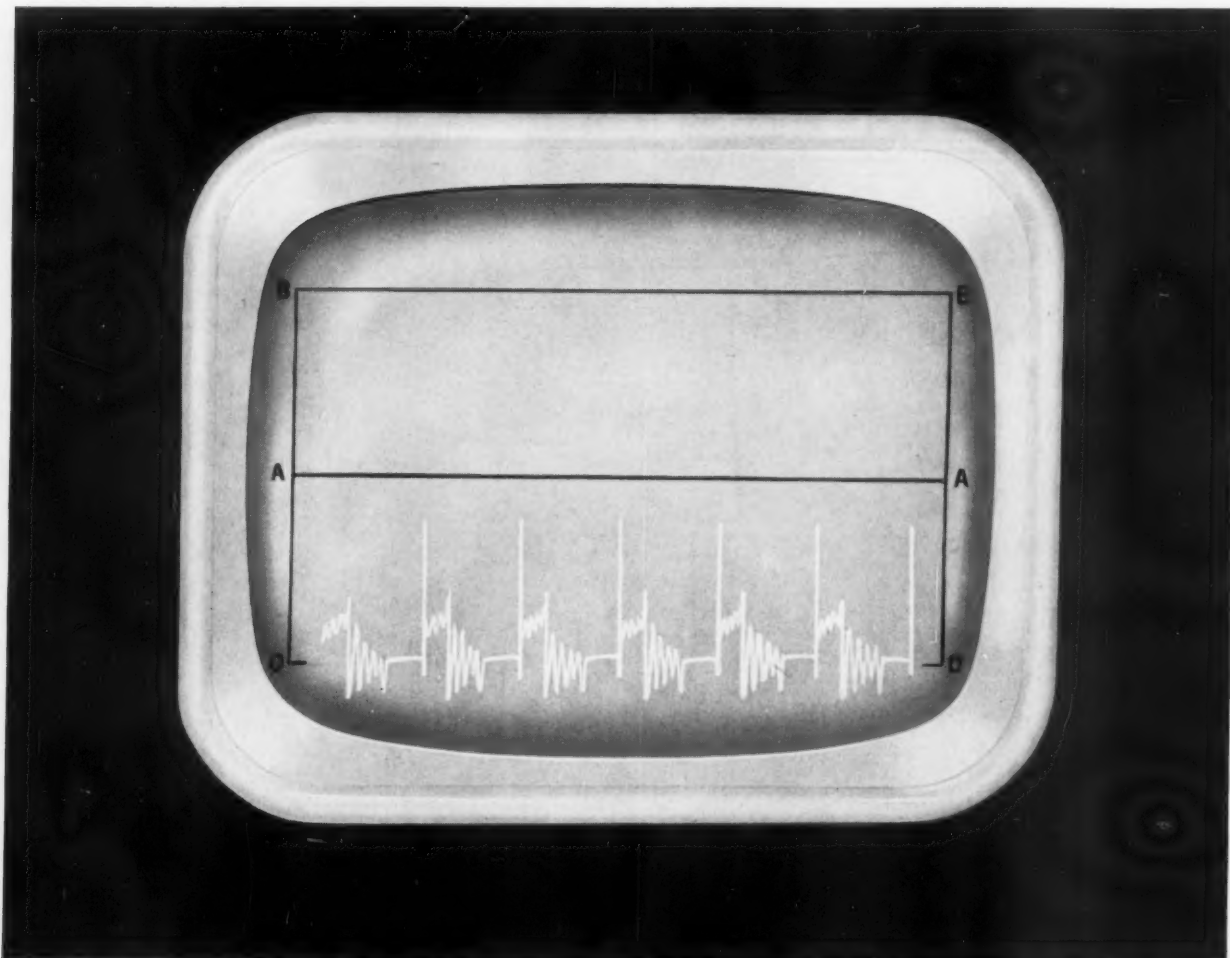
## HOLMES DISTRIBUTORS SERVING EVERY COMMUNITY

The Ernest Holmes Company is the *only* Wrecker Manufacturer which provides a Nation-wide field organization devoted exclusively to the Sale and Service of Wrecker Equipment. The HOLMES Field Organization consists of 15 direct Factory Representatives and more than 500 authorized *Holmes* Dealers. This specialized group of men work closely with local Wrecker Users, give on-the-spot operating instructions, demonstrate new equipment and new techniques of handling wrecked or disabled vehicles. HOLMES offers a wide choice of power-operated Wrecker Models all varying in price and ranging in size from 3 to 40 Ton Capacity. Send Today for details including the name of *your* local Distributor.

**ERNEST HOLMES COMPANY**  
Chattanooga 7, Tennessee



## HOLMES IS THE WORLD'S MOST WIDELY USED WRECKER!



**BIG 5" SCREEN** allows viewing from a distance—shows firing events in brightest light, indoors or out.

**FREES THE HANDS!** No squinting, no aiming, no fooling around. No peeking required either! You can view the big screen from a distance. Place the Autolite Scope on a fender or bench and watch it while you work!

**BOTH YOU AND YOUR CUSTOMERS CAN LOOK!**

The screen is that big! You can discuss ignition performance and economy while a customer sees for himself where the pattern indicates a malfunction.





# HERE NOW...

## AUTOLITE "BIG SCREEN" SPARK PLUG SCOPE



### Checks and indicates defects throughout ignition system without removing plugs!

Quick and easy to use, dependably accurate, this highly advanced Autolite Big Screen Spark Plug Scope reveals the toughest ignition problem without removing the plugs.

You can give your customer a complete ignition analysis in just seconds. You can show him the trouble right on big easy-to-see 5" screen. And during the tune-up, you can check your progress while you work, insuring top accuracy and guaranteed customer satisfaction.

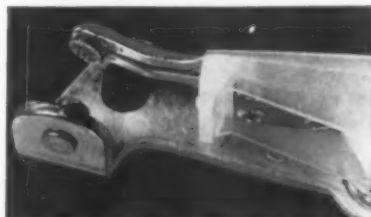
More than just another "plug scope," this revolutionary time-saver from Autolite gives you the complete story on plugs, coils, contacts, reverse polarity. In short, all ignition conditions.

For speed, accuracy, and on-the-job convenience, plus the exclusive advantage of no-squint big screen viewing, check out the new Autolite "Big Screen" Spark Plug Scope today. Call your Autolite Spark Plug Wholesaler.

THE ELECTRIC AUTOLITE COMPANY, TOLEDO 1, OHIO



**REVEALS** lead fouling, oil and gas fouling, electrode wear, cracked insulators—all spark plug conditions!



**REVEALS** defective coil and contacts, reverse polarity, all ignition conditions.

# **AUTOLITE** <sup>®</sup> SPARK PLUGS

PERFORMANCE PROVED IN COMPETITION FOR ALL CARS

## Diesel-Operated Taxis Cut Costs in Half

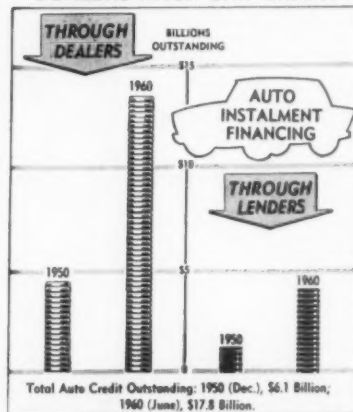
FUEL and maintenance costs have been cut in half by use of taxicabs operated by the Chrysler-Perkins diesel engines, according to a recent tabulation covering two years of on-the-road tests.

Charles Ross, Checker Cab operator in Detroit, said that diesel cabs saved him thousands of dollars in fuel and maintenance bills. He added, "We are more than cutting our operating cost in half."

One cab in Detroit after traveling nearly 70,000 miles was said to have had a total maintenance cost, including tires, headlights, brake adjustments, etc., of only \$.005 per mile, compared with \$.012 per mile for a typical gasoline-powered taxi.

One fleet of 17 Checker cabs—all 1959 Plymouths powered by the diesel engines—reduced average fuel consumption to 20.3mpg, compared with about ten miles per gallon for a typical gasoline-powered cab, it was claimed. Another fleet of 1960 Plymouths powered by the diesels

## DEALERS PACE CAR CREDIT



The growth of automobile instalment credit since 1950 finds car buyers still relying mainly on dealers for financing. Credit through dealers at mid-1960 made up 76.2% of outstandings and credit through lenders 23.8%, according to the American Finance Conference, national association of independent sales finance firms. Year-end 1950 figures: 72.8 and 27.2%. Dealers transfer most of financing to sales finance companies, the pioneers in auto credit.

reportedly achieved an average of 23.4mpg.

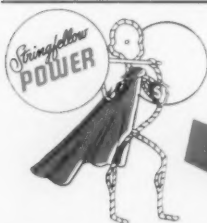
The Chrysler-Perkins diesel engine "Model P4-203" has been built for taxi service and specially engineered for quiet operation. It has no carburetor, spark plugs, coils, points, distributor or ignition wiring. The engines are available in Plymouth and Dart taxis as a complete Chrysler package.

## FTC: Parts Rebuilders Must Say "Rebuilt"

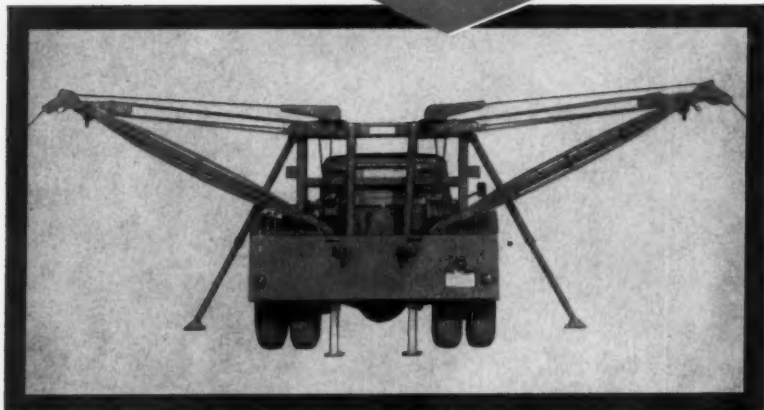
AUTOMOBILE replacement parts manufacturers have been warned by the Federal Trade Commission not to misrepresent rebuilt parts as new.

John R. Heim, director of FTC's Bureau of Consultation, has pointed out that many concerns do not disclose adequately, or at all, the true nature of their rebuilt parts, with the result that in many instances they are being sold as new. He stated that rebuilt equipment should be identified as such "by clear and conspicuous markings on both the cartons and the parts themselves. In addition, adequate disclosure should be made in advertising and promotional material."

The FTC warned any companies which refused to abandon the complained-of practices voluntarily that their case files would be forwarded for "appropriate action."



**STRINGFELLOW**  
"POWER WRECKERS"  
**HAVE WHAT IT  
TAKES--**



## ... TO BRING BACK THE BIG JOBS!

Models range from the MUSTANG for  $\frac{3}{4}$  and 1-ton trucks, to the big model DBS-40 Swing Boom unit with 40-ton rated pulling capacity.

All STRINGFELLOW WRECKERS feature worm gear drives, positive safety brake and sliding jaw clutches to allow free spooling.

Write today for catalog, descriptive information and name of jobber nearest you.

Manufactured by

**W.T. STRINGFELLOW  
& CO. INC.**  
125 • 12th AVENUE, NO.  
NASHVILLE 3, TENNESSEE

**MODEL DBS-8 . . .** A unit with boom capacity of 8 tons. Transmission power take-off; remote controls allow either drum to operate in either direction; adaptable for 1-ton or  $1\frac{1}{2}$ -ton chassis.



**MUSTANG . . .**  
For  $\frac{3}{4}$  and 1-Ton Trucks

Stringfellow...famous for:

- **POWER . . .**
- **Plus SPEED,**
- **VERSATILITY,**
- **LOW COST!**

sell better because they offer so much more to sell...



# Certified

## POWER MOWERS AND LAWN EQUIPMENT

- Two-speed transmission
- Hinged-tip deflector blade with 100% crankshaft guarantee
- New wind-up starter
  - Safety starter release on handle
- Fingertip choke-o-matic throttle
- Fingertip clutch
- Complete enclosed front wheel drive
- Reinforced heavy duty armor plate steel frame
- Beautiful two-tone "weatherproof" baked enamel finish
- and many more outstanding features!

You've never carried mowers that sell as easily as the 1961 Certified line. That's because more and more of your customers are becoming quality-mower-conscious. And Certified is the only quality mower line with so many selling features... like the exclusive Certified Hinged-Tip Deflector Blade and exclusive Safety Handle Starter Release. There's a Certified Power Mower for every one of your customers. Simply let them try a Certified... and they'll buy a Certified... the quality mower with all the sales advantages.

Model 2227  
22" SELF-PROPELLED  
DELUXE ROTARY

Contact your Certified jobber or mail coupon below for full details of the famous CertiFIVE Profit Plan!

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Firm Name

Address

City  Zone  State

**Corvair  
by  
Chevrolet**

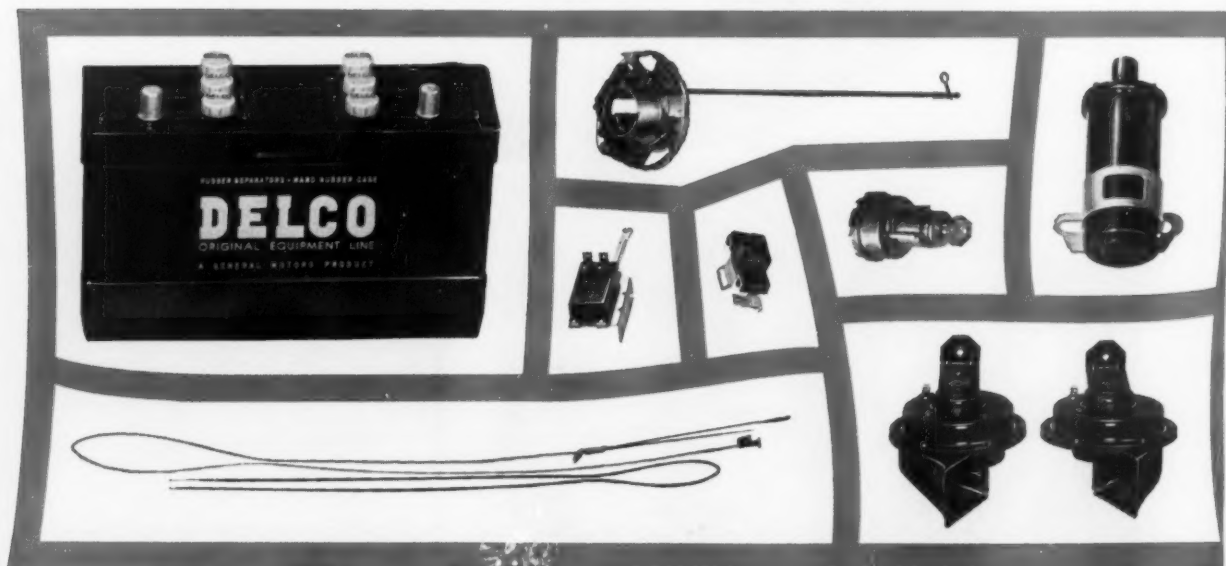


**Tempest  
by  
Pontiac**



## ...electrical systems

Delco-Remy systems provide electrical energy for the needs of motion in General Motors new size cars, too. Special electrical systems were developed by Delco-Remy working closely with Chevrolet, Pontiac, Buick and Oldsmobile. In all four new cars, these lighter units deliver the same kind of reliable high performance that has been built into Delco-Remy electrical systems for over fifty years.





**Special  
by  
Buick**



**F-85  
by  
Oldsmobile**



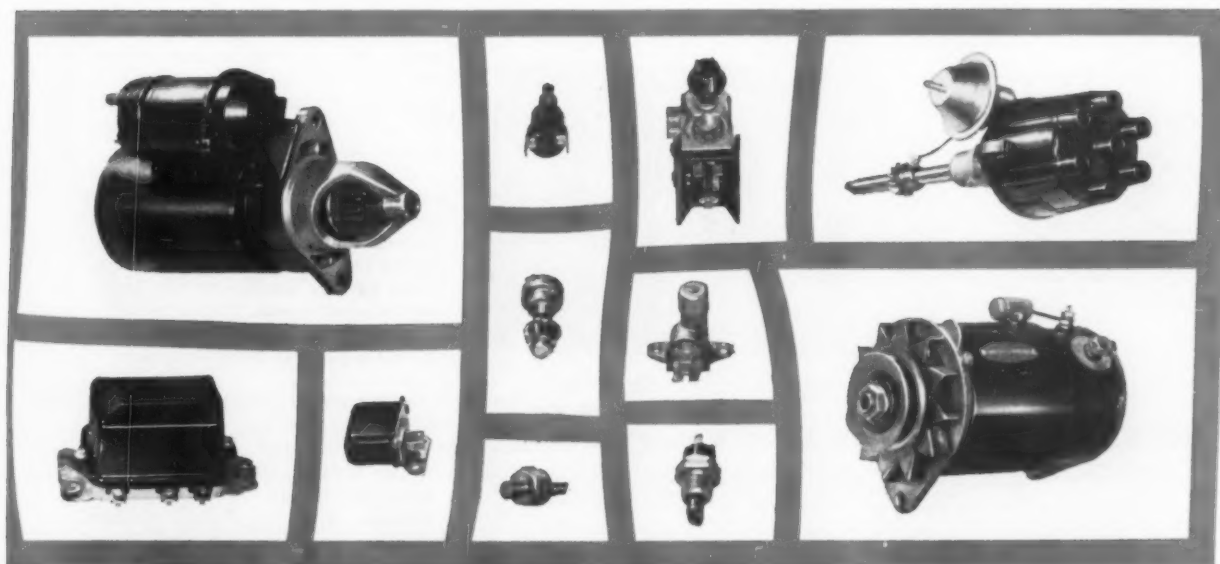
## by Delco-Remy

Delco-Remy equipment for the Corvair, Tempest, Special and F-85 includes • Generators • Regulators • Cranking Motors • Distributors • Ignition Coils • Horns • Flexible Cable Controls • Directional Signal and Control Switches • and Delco Batteries.

## Delco-Remy electrical systems

From the highway to the stars

DIVISION OF GENERAL MOTORS, ANDERSON, INDIANA



## Emergency Starting Of '61 Buicks

**B**UICK Division has issued this bulletin on emergency starting of its '61 cars:

The Turbine-Drive-equipped LeSabre, Invicta, Electra and Electra 225 may be started by pushing. When using this method, place the control shift lever in neutral (N) position until the car speed reaches approximately 15mph. Then shift into low (L) range. Continue to increase the car speed until the engine

cranks. After the engine starts, return the control lever to the neutral (N) position for engine warm up. *It is safer to push a car than tow it.*

The Buick Special equipped with the new automatic transmission cannot be started by pushing. If the battery will not crank the engine, a fully charged battery should be installed or a "jumper" circuit should be used from another charged battery.

The Buick Special equipped with a Synchronesh transmission may be started by pushing. Push the car



A. S. "Al" Alton has been appointed general sales manager of Allen Electric and Equipment Co. of Kalamazoo, Mich. Since joining the company in 1955 as a zone sales manager, Alton has held various positions, including contract sales manager and most recently mid-central and eastern divisional manager.



### LO-HI-DRAULIC JACKS FOR QUICK VEHICLE LIFTING



There's a Weaver Jack to help you do every service job in the shop faster and better. The Weaver WA-72 (2-ton) and WA-73 (4-ton) are "workhorse" models that give you maximum vehicle lifting versatility. Both have a 24" lift, and long, low frames, that are easily positioned under cars including those with extreme overhang. The Quick Lift Lever, pioneered by Weaver, makes saddle spotting and raising to load position fast and sure. Safety valves protect against overloading—safety latch prevents accidental drop. Removable, spring-balanced handle raises load with minimum effort. Weaver Lo-Hi-Draulic Jacks also available in: 1½, 1, 10 and 20-ton capacities. Ask for Bulletin SAJ-461.

### AIR-OPERATED BUMPER JACK... FAST ONE-HAND OPERATION

Air does the work and makes lifting the entire end of a car a fast, easy one-hand operation with the Weaver WA-56 Air-Operated Bumper Jack. It speeds tire changing, brake service and many other jobs. Auxiliary rear wheels make the WA-56 highly maneuverable, and easy to position for load lifting. High lift to 32¼"—capacity 3000 lbs. The safety lock operates in 6 height-locking positions. Air control valve and safety lock release can be operated with one hand. Also available is Model WA-52 Hydraulic Bumper Jack. See your jobber, or write for Bulletins SAJ-836 and SAJ-762.



WEAVER MANUFACTURING DIVISION • DURA CORPORATION  
Springfield, Ill., U.S.A.



Complete Weaver line includes: Twin Post Lifts • Triple Post Lifts • Frame Type, Roll-On and Free-Wheel Single Post Lifts • Unit Lifts • Bumper Jacks • Car Washers • Wheel Alignment Equipment • Headlight Testers • Brake Testers • Wheel Balancing Equipment • Jacks • Wheel Dollies • and Air Compressors (\*Registered Trademarks)

with the clutch disengaged and the transmission in second gear until a speed of approximately 15mph is reached and then slowly engage the clutch.

### Towing, Pushing Directions For 1961 Buicks

**A** DISABLED 1961 Buick must not be towed or pushed with the transmission in any of the driving ranges, as unnecessary damage to the transmission may result, the manufacturer pointed out last month.

It may be safely towed or pushed for short distances in neutral (N) position only, and towing speed should not exceed 25mph. If these cars are to be moved for any extended distance, it is recommended that it be done with the rear wheels off the ground or the drive line disconnected at the rear universal joint. When the drive line is disconnected, it must be suitably supported.

If for any reason the transmission is locked up, the car must not be pushed or towed with the rear wheels on the ground unless propeller shaft is disconnected; otherwise, further damage to the transmission will result.

### Citroen Names Miami Dealer

International Motors of Miami, Fla., with showrooms at 525-545 N. W. 42nd Ave., has been named local dealer for Citroen Cars Corp., U. S. Sales subsidiary of S. A. Andre Citroen of Paris, France. Edward Alvarez is president of the Miami operation.

**Small-town garage 'racks up' big-city sales:**

**50 to 75 belts a month  
by checking every belt!**

**Ferde Bosch, Owner  
F & G Service  
Casselton, North Dakota, says**

"Although we're located in a very small town off Interstate Highway 94, we average 50 to 75 belt sales a month! We do this by checking every belt on every car coming into our garage. When we find a bad belt our complete stock of Gates Belts means a sure sale and a happy customer.

"Gates Belts are tops in quality and the Gates Catalog and Dial Finder make it easy to find and install the right belt in a matter of minutes.

"We find that we get a large coverage of popular cars with a minimum investment, and as a profit maker, the Gates Belt is the one at the top!"

**Start Making More Profit—TODAY—on Fan Belts!**

Call your nearby Gates Supplier and tell him you want to "go" Gates. *At no cost to you*, he will have a factory-trained Gates Representative install attractive belt racks, clean up your stock, provide Catalogs and a Belt Finder and give you tested methods that boost belt sales. He will also help you get your stock in shape for maximum profits without loss of one penny on present stock.

**The Gates Rubber Company  
Denver Colorado**



*World's Largest Maker of V-Belts*



To find belt wear always turn belt over — The underside of the belt... not the top... tells the true condition of the belt.

**REPLACE BELTS  
LIKE THESE:**

**CRACKED**



**GREASY**



**GLAZED**



**PEELING**



**SPLIT**



**Gates Vulco V-Belts**



TPA520

"STAGECOACH WEST"  
ABC-TV every other  
Tuesday evening,  
beginning Oct. 4  
in most areas. See  
local listing for time.



# COMING AT YOU!

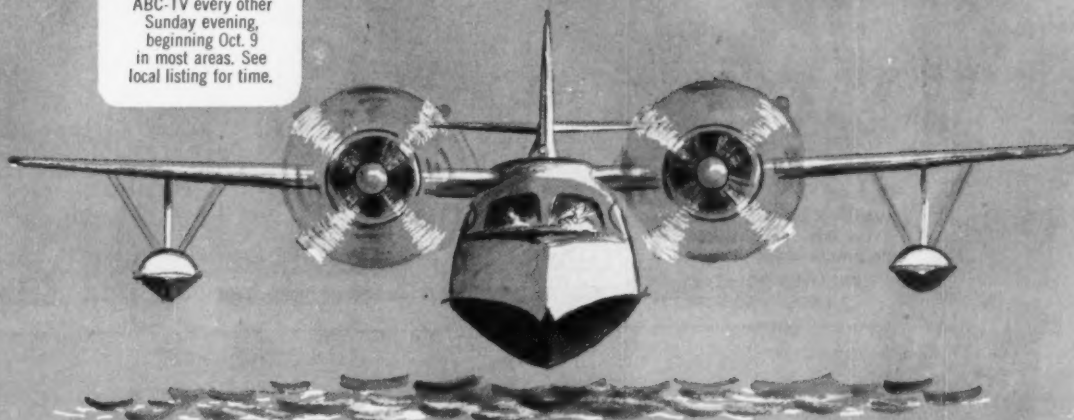
Not just one, but two thrilling network TV shows to help Delco Battery dealers! Each is a full hour show, packed with adventure and action, designed to entertain millions of car owners during your peak battery sales period. If you are a Delco Battery dealer, stock up now to gain top profit from the kind of selling support you get only from Delco. If you don't presently carry Delco, better get the whole story fast on America's No. 1 Battery from your United Motors Service supplier.

DELCO DC-12 . . . Best to START with . . . Best to STAY with

*Another reliable  
General Motors Product,  
distributed nationally through*



"THE ISLANDERS"  
ABC-TV every other  
Sunday evening,  
beginning Oct. 9  
in most areas. See  
local listing for time.





## Servicing Heaters

(Continued from page 35)

Fig 10. The blower motor will operate independently of the control switch, and the current draw of the motor will be indicated on the ammeter. Normal current draw should be five to six amperes for the high-speed position (orange wire). The slow-speed current draw (red wire) is four to five amperes.

Fig. 11 shows the complete heater motor circuit.

### Heater replacement:

Most heater repairs can be performed with the heater assembly on the car floor. Therefore, the following procedure will not remove the heater assembly from the car. The heater core or plenum replacement procedures contain the additional required steps to remove the heater assembly from the car.

### Removal:

Drain the cooling system.

Disconnect the defroster control cable at the heater.

Disconnect the defroster hoses at the heater plenum.

### Disconnect the Heater Hoses

Disconnect the heater hoses at the water pump and the carburetor heater. Remove the heater hoses from the retaining clips.

Disconnect the wires at the heater motor and remove the ground wire to the firewall retaining screw.

Remove the heater and motor assembly retaining nuts from the firewall.

Disconnect the fresh air inlet rubber boot, pull the heater assembly from the firewall and lay the heater assembly on the floor.

### Installation:

Position the heater assembly to the firewall and install the retaining nuts.

Connect the heater motor wires to the wiring harness and connect the heater motor ground wire to the firewall with the retaining screw.

Connect the heater hoses and install the hose retaining clips.

Connect the fresh air inlet boot. Connect the defroster hoses to the heater plenum.

Connect and adjust the defroster control cable to the heater.

Fill the cooling system and check the system for leaks.

Heater core or plenum replacement:

Remove the heater assembly and lay the assembly on the car floor.

Remove the blower motor and bracket retaining nuts from the blower housing.

Disconnect the temperature control cable and fresh air control cable

at the heater assembly.

Disconnect the heater hoses at the heater and remove the heater assembly from the car.

Remove the clips retaining the plenum chamber valves together and separate the plenum halves.

Lift the heater core from the plenum chamber.

Position the heater core in the forward half of the plenum, assemble the plenum and install the retaining clips.

Position the assembly on the car floor.

Install the heater motor and bracket to the blower housing.

Connect the heater hoses to the heater.

Connect and adjust the temperature and fresh air control cables at the heater.

Install the heater assembly.

Heater blower replacement:

Remove the heater assembly and lay the assembly on the car floor.

Remove the blower motor and bracket to the blower housing retaining screws and remove the blower assembly.

# VAN NORMAN

## FLEET SHOP HEAVY DUTY SERVICE EQUIPMENT



**No. 561**  
Automatic Wet Surface Grinder for fastest, smoothest grinding of all heads, blocks, and manifolds with quickest setup time. Three models - 38", 48" and 60" capacities.



**No. 570**  
Rotary Brush uses new cutter action to quickly machine cylinder heads, engine blocks, and other surfaces. Top-Glide loading keeps chips out of work. Only machine of its kind!



**No. 777-5-4**  
Four speed, portable, PERFECT-Q Boring Bar for ONE CUT, fast, accurate and stand-off cylinder re-boring. Special vacuum "LOCK-ER-OUTER" keeps chuck and chips from workpiece and oil holes. Three other models available.



**No. 467**  
Heavy-duty, six-man, Crankshaft Grinder for shafts up to 84" x 22". Fast, accurate, vibrationless operation. One of eight machines in this series.



**No. 404**  
Brake Drum Lathe turns and grinds simultaneously with built-in Vapo-Jet Wet Grinding Attachment. Multiple speeds - Exclusive Load-Compensator supports all drum and tire assemblies.



**No. 304**  
Medium-sized, heavy-duty, Brake Drum Lathe for handling drums on cars and trucks up to 18 inch. Features simultaneous turning and grinding with exclusive Vapo-Jet Wet Grinding Attachment.



**No. 302**  
Medium-sized, precision, "Little Giant" Brake Drum Lathe takes passenger car and light truck drums mounted up to 500 pounds. Turns and grinds at same time with optional Vapo-Jet Wet Grinding Attachment.



**No. 253**  
Crankshaft Grinder speeds up and precisely reconditions worn crankshafts. 52" between centers, 9" maximum diam. Also grinds main crankshaft bearings. 82" model available.

PRECISION

# THE VAN NORMAN LINE

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- Diesels • Compressors
- Industrial and Marine Engines

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- Crankshaft Grinders
- Cylinder Boring Bars
- Rotary Broach
- Horizontal Automatic Wet Surface Grinders for Heads, Blocks and Manifolds

## VAN NORMAN MACHINE COMPANY

Division of Van Norman Industries, Inc. • Springfield 7, Mass., U. S. A.

Loosen the blower cage set screw and remove the blower cage from the motor.

Remove the blower motor mounting plate from the motor.

Install the blower motor mounting plate to the new motor.

Install the blower cage and tighten the set screw.

The heater motor and blower assembly are balanced as an assembly and should not be mixed.

Install the heater motor and bracket to the blower housing.

Install the heater assembly.

#### Defroster nozzles replacement:

Remove the defroster outlet register retaining screws and remove the register.

Disconnect the defroster hose at the defroster nozzle.

Remove the defroster nozzle retaining clips and remove the nozzle.

Transfer the retaining clips to the new defroster nozzle.

Install the defroster nozzle to the instrument panel.

Install the defroster outlet register.

Connect the hoses to the defrost-

er nozzle.

Blower switch and control cable replacement:

Loosen the heater switch knob set screw and remove the knob.

Remove the heater switch to instrument panel retaining nut and remove the switch assembly.

Disconnect the wires from the switch assembly.

Disconnect the fresh air control cable at the heater.

Connect the wires to the new switch assembly.

Install the heater switch assembly to the instrument panel with the retaining nut.

Position the knob to the heater switch and tighten the set screw.

Connect and adjust the fresh air control cable at the heater.

Check the switch operation.



## This can't happen...



## with a **LEE** flame-proof air filter

When a carburetor "coughs"—you have the fire hazard of a combustible gasoline-saturated air filter.

Sell safety! Sell LEE flame-proof Carburetor Air Filters, the first flame-proof air filters on the market! LEE's exclusive Resinweld® construction insures greater C.F.M.\* of air flow than the filter that came with the car. Furthermore, the LEE-engineered gasket acts as a perfect sealant against any by-pass of dirty air.

LEE protects your profits with more value to your customers, a longer profit to you, and new more salable concepts in filter design. For the newest and the best in air, oil and fuel filters, see your LEE jobber or write for information.



**LEE FILTERS**  
protect your profits

\* CUBIC FEET PER MINUTE

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## Weatherproofing Chevy

(Continued from page 51)

J-5757 in loop of clip and pushing clip into attaching hole sealing plug and/or retaining hole. Repeat operation along both sides and bottom of door.

**Note:** Do not distort clips or unsatisfactory weatherstrip retention will result.

After installation of front door weatherstrip, apply an approved weatherstrip adhesive to area indicated in view "D" to fill void at joint of hinge pillar inner panel and door inner panel to prevent dust and water from entering under weatherstrip.

Clean off all excess weatherstrip adhesive. Install weatherstrip retaining screws and/or stud fasteners.

Side roof rail weatherstrip—sport coupe and sport sedan:

The side roof rail weatherstrip is a one-piece mechanically retained type with external clips formed from a wire insert extending through the length of the weatherstrip. At the center of the weatherstrip on sport sedans, a section (approximately five inches long) is provided with a reinforced outer skin to prevent excessive wear from the rear door window upper frame during closing and opening door.

#### Removal:

Remove screws securing weatherstrip to front body hinge pillar. On sport sedan also remove screw securing rear end of weatherstrip to side roof rail.

With a flat-bladed tool, carefully break cement bond between side roof rail weatherstrip and side roof rail weatherstrip retainer.

Carefully position tip of mechani-

# NEW BALANCED-FRICTION BRAKE LINING MEETS SEVERE MOUNTAIN TESTS

Brake Heat and Fade Minimized  
by New Grizzly <sup>D</sup>SILVERTIP

*by Harold Fuerst,  
Chief Engineer  
Grizzly Brake Division, Paulding, Ohio*

Two major brake problems—heat and fade—evaded all efforts toward solution until recent technological advances in rocketry introduced new knowledge that could be incorporated into lining formulation.

Using this information and knowledge received from previous government research and engineering, a new double-duty brake lining was developed by Grizzly. Then came more than two years of constant testing in the laboratory, on flat ground, in swamps, and over what is probably the most rugged mountain terrain in the United States. Standard test cars, representing the most difficult braking operations, and the new lining were tested for resistance to all known brake problems.

## RIGOROUS MOUNTAIN TESTS

Beginning at Mollie Gap on Balsam Mountain in the Smoky Mountains of North Carolina—elevation 5,355 feet—there is a drop of 1,010 feet in the first 3.6 miles. During this period, the lining was subjected to high speed stopping and snubbing to build up temperatures. From Soco Gap to Soco Valley—a distance of 6 miles—is a drop of 1,840 feet on a crooked road giving a total drop of 2,850 feet in 9.6 miles.

Upon reaching the valley, fade stops were made at 60 MPH, at 1 to 2 mile intervals to check brake recovery. Various types of lining were tested over this route along with the new double-duty lining. Fre-



quently, heavy glazing occurred on all except the new lining. This glazing hindered recovery for proper deceleration.

Some linings would not produce a deceleration of 15 feet at 1500 pounds of line pressure. The new Grizzly double-duty lining, however, produced recovery stops in Soco Valley with maximum deceleration of 25 to 28 feet per second per second with line pressures that did not exceed 1000 pounds—the equivalent of 90 pounds of pedal pressure with power brakes or 125 pounds with conventional brakes.

## THE BEST IS NONE TOO GOOD

With the lives and safety of millions depending upon all-important brake maintenance, the best is none too good!

Test results prove D-D Silvertip's resistance to heat and fade . . . prove the virtual elimination of water absorption . . . assure consistent response to braking action under all possible conditions.

Grizzly D-D Silvertip is high-heat resistant, withstands power brake abuse and reduces the important brake fade problem. Tests have proved D-D Silvertip a truly superior brake lining. Your Grizzly man can supply further details on

<sup>D</sup> **SILVERTIP**  
or write direct  
**GRIZZLY** BRAKE DIVISION  
Paulding, Ohio

cally retained weatherstrip, inserting tool J-5757, or any other suitable tool, under weatherstrip at each clip location and snap clip out of hole.

#### Installation:

Before installing, check weatherstrip clips for proper contour and reform, if necessary, using weatherstrip reforming tool J-5984.

Apply a continuous bead (approximately 3/16" diameter) of medium-bodied sealer to the top surface of weatherstrip along a line outboard of the attaching clips for

entire length of part.

Position weatherstrip to retainer at side roof rail. Install weatherstrip clips into clip holes with mechanically retained weatherstrip inserting tool J-5757. To install clips into holes, place "V-shaped" tip of tool on loop of clip, then push clip into hole until it snaps into position.

**Note:** Do not use excessive force or strike tool when pushing clips into holes as it may distort shape of clips, resulting in improper weatherstrip retention.

On sport coupe, apply weather-

strip cement to rear end of weatherstrip and cement it to the front end of the rear quarter window sealing strip. Install previously removed weatherstrip attaching screws.

With doors and windows closed, front and rear door window upper frames should make an even, continuous contact with the side roof rail weatherstrip. If necessary, adjust ventilator and/or front and rear door windows to obtain proper weatherstrip contact.

Lubricate side roof rail weatherstrip.

Side roof rail weatherstrip adjustments:

The attaching holes in the side roof rail weatherstrip retainer are elongated, allowing in and out adjustment of the side roof rail weatherstrip; however, the amount of adjustment is small and is not intended to correct for improper ventilator or door window alignment. The retainer attaching screws are situated under the weatherstrip, necessitating removal of the weatherstrip to make an adjustment.

**Important:** Before attempting to adjust the side roof rail weatherstrip, first check that the ventilator and front and rear door windows are properly aligned and, where necessary, adjust for proper alignment.

To adjust side roof rail weatherstrip in or out, first determine and mark retainer at area or areas to be adjusted.

Loosen retainer attaching screws slightly in area to be adjusted; then adjust retainer in or out as required.

**Note:** Make adjustments along sufficient length of retainer to insure a continuous seal.

Tighten retainer attaching screws and install weatherstrip.

## Station Air Conditioning

(Continued from page 37)

attendant on duty: "I'll bet you have plenty of business on Sunday. I know if I had on my church clothes this is where I'd come."

"We can't handle the Sunday business," Harlan conceded.

Norwood was asked about competition. What does competition think?

"What they think," he replied, "is that the oil company paid a substantial part of the cost. That's what is going around. But the oil company didn't put in anything. I stood all the cost myself."

**Try for Seven Bucks!**

**See Page 128**

# SCHOFIELD SCO-PANS®

POINT THE WAY TO FAST — SURE REPAIR JOBS!

SCO-PAN® OF THE MONTH



PONTIAC fender panel. For replacement of damaged lower rear section of rear fenders on 1955 and 1956 Small Series.



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In a matter of minutes, your N•A•P•A jobber salesman or counterman can show you this new, complete program . . . designed to reel in muffler prospects . . . tailor-made to net more sales and profits for you. Get the complete facts on Soundmaster sales and service aids. They include indoor and outdoor signs and displays that "lure" exhaust system prospects passing by. They include direct mail, newspaper ads, radio spots, service-speeders and the finest, most versatile removal and installation tools in the industry. It will pay you well to contact your N•A•P•A jobber soon!



**HEAVY DUTY CURB SIGN**  
Brilliant colors. Sells for you 24 hours per day every day of the year.



**INDOOR-OUTDOOR SIGNS**  
One illuminated for inside windows or walls, the other ideal for island or driveway.



**CUT-AWAY DISPLAY**  
Fact-telling sign, plus actual muffler cut-away. Use on counter or hang on wall.



**MUFFLER REMOVAL TOOLS PLUS BOARD**

Soundmaster makes it easy to service customers with time saver precision tools at special low prices.



**HEAVY DUTY AIR HAMMER KIT**

The finest in the business . . . yours from Soundmaster at less than half dealer's cost.



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SALES AND SERVICE AIDS**

**DE KOVEN MANUFACTURING COMPANY  
RACINE, WISCONSIN**

***Soundmaster*** premium life **MUFFLERS**

**BUILT TO  
BE BETTER  
... from  
the inside  
out!**



## End of Expansion Nears For Chevy at Atlanta

THE final phase of a five-year expansion and modernization program at Chevrolet Motor Division's automobile and truck assembly plant at Atlanta was announced Oct. 19.

Louis J. Biskach, manager of the plant, said work has been started on an addition comprising 37,250 square feet of space to the present office building and that existing facilities will be completely modernized. Offices at the plant now utilize 46,943

square feet.

When the office addition is completed next October, total space under roof at the Chevrolet and Fisher Body assembly plants there will increase to 1,261,000 square feet.

Biskach made the announcement at a luncheon where the recently appointed Chevrolet manager was introduced to civic, business, industrial and educational leaders of Atlanta. He was presented by Edward H. Kelley of Detroit, general manufacturing manager in charge of Chevrolet's 34 plants across the



Edward H. Kelley (left) of Detroit, general manufacturing manager for Chevrolet Division, and Louis J. Biskach, new manager of Chevy's car and truck assembly plant at Atlanta, review plans for enlarging the plant's office building. Kelley told SAJ editors that "the potential for growth" of the Southeast "is being converted into reality at a pace that is amazing."

## Low-Cost Shortcut to Tune-Up Profits HERE'S HOW...HANSON!

**5 UNITS INCLUDING Metal Case \$145.00**

**\$16.95**

**\$29.95**

**\$4.65**

**\$32.95**

**\$18.30**

**\$6.35**

**\$5.45**

**\$21.95**

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HANSON TESTERS  
Can't Be Beat!**

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HANSON MODELS  
are Top Quality,  
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<b>IGNITION-COIL-CONDENSER TESTER</b> , Mechanic's Price...	<b>57.50</b>
<b>AMP-VOLT-OHM TESTER</b> Mechanic's Price less battery	<b>41.95</b>
Complete Motor Analyzer on mobile stand. All four units easily removed for portable testing. Never before so much value at this low price.....	<b>\$252.95</b>



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## Tomlinson Dies in Detroit

W. L. Tomlinson, 53, manager of automotive sales for the Glass Division of Pittsburgh Plate Glass Co., died suddenly of a heart attack in Detroit, where he resided. Manager of automotive glass sales since 1950, Tomlinson joined the company in 1928 at its Detroit branch.

For Extra Headlamp Profits:

# Replace Burnout and Mate



When one 4002 goes, chances are the other's just about had it, too. Why wait? Save your customer time, trouble and inconvenience. Suggest that he replace 'em both . . . it only takes a few minutes more. And, this extra sale brings extra profit.

Insure these extra profits with Tung-Sol Dual Vision-Aid Headlamps—initial equipment choice of leading car manufacturers. Dual Vision-Aid Headlamps provide the kind of illumination your customers should have:

sharper, more accurate low beams directed down the right side of the road, away from oncoming traffic . . . distance-devouring high beams that provide greater visibility and safety on the open highway . . . and long, reliable service.

Insure your service work and your profits. Tell your supplier to make 'em Dual Vision-Aid Headlamps. Automotive Products Division, Tung-Sol Electric Inc., Newark 4, New Jersey.



HEADLAMPS • MINIATURE LAMPS • FLASHERS

# HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

**102 MODEL NUMBER INTERCHANGE—** Handy reference sheet with complete listing of all passenger cars 1946 through 1960 by model number interchangeably—with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Kern Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

**105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—** Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**106 CAP MERCHANDISER—** How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

**108 ELECTRICAL EQUIPMENT FOR 1960 PASSENGER CARS—** New booklet, fully illustrated covers description of units as well as servicing and adjustments of charging circuit, starting circuit and ignition circuit. Also covers D.C. and A.C. Generators. Delco-Remy Div., Technical Literature Section, Anderson, Ind.

**109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT—** Catalogs, describing the Ammco line of brake drum lathe, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

**112 SOUND SLIDE FILM—** Entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications of ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

**116 REMANUFACTURED ENGINE BROCHURE—** New 6 page folder helps sell vehicle owners on the many advantages of remanufactured engines. The back provides space for the installer, the jobber, or the rebuilder to imprint his name. It provides an excellent sales aid piece for engine rebuilders and their jobbers to supply to service outlets installing engines. Muskegon Piston Ring Co., Muskegon, Mich.

**118 BRAKE SERVICE GUIDE—** Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411.

Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

**120 NEW GRIZZLY BOOK—** Nine basic steps to extra miles of safe braking. Illustrated charts enable maintenance men to visualize faulty braking conditions and help them in trouble shooting and servicing truck and bus brakes. Grizzly Mfg. Co., 700 W. Caroline St., Paulding, Ohio.

**122 TIRE RETRUEING—** An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retreating right on-the-car. Explains method using most advanced truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

**125 STANDARD DUTY GENERATOR REGULATORS—** A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures). Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

**127 HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED—** Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**133 CATALOG NO. 56—** Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

**134 MOOG RINGLINER—** Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**138 PLUG CHECK—** A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Autolite Co., Toledo 1, Ohio.

**140 PRESSURIZED COOLING SYSTEM—** Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Sant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

**141 MOOG STREAMLINER CATALOG—** Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**156 BONDO PLASTIC FIBERGLASS PASTE DIRECTION FOLDER—** 8 pages of easy-to-follow, how-to-do a better body repair job with this "miracle body filler that hardens like rock." Easily quickly and conveniently applied, Bondo permanently restores surfaces "like new" for automotive, marine and industrial repairs of metals, wood, stone and concrete. Bondo Div. Jaycee Chemical Corp., 1104 Forest Road, Northford, Conn.

**159 FACTS ABOUT STORAGE BATTERY SERIES—** 32 page booklet includes informative information on car, tractor and boat batteries. Explains the storage battery, electrical system, battery chemistry and construction plus other "How To Do It" information. Exide Automotive Division, P.O. Box 6266, Cleveland, Ohio.

**160 SUGGESTED SHOP PRICES ON MACHINE SHOP OPERATIONS—** A 24-page booklet giving suggested shop prices on everything from align bore blocks to valve jobs. Prices represent average price gathered from jobbers in U. S. and Canada. Van Norman Automotive Equipment Co., 3640 Main St., Springfield 7, Mass.

**161 COMPLETE REBUILT LINE—** A 122-page catalog covering a complete line of top quality rebuilt products for automotive and tractor units is now available to both present and prospective users of the Kimco line. For all information write Kimco Auto Products, 1520 Texas St., Memphis, Tenn.

**162 BONDO SERVICE BOOKLET—ILLUSTRATED—** Describes in complete detail application and uses of plastic-fiberglass filler for the auto body repair—showing different types of repair work and advantages and how to save time on body work. Bondo Div., Jaycee Chemical Corp., Northford, Conn.

**163 TIRE TOOL CATALOG—** Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

**165 SPARK PLUG SERVICE & INSTALLATION MANUAL, FORM 7K—** 18-page booklet gives type, construction, size, heat range, and service procedure of spark plugs. Also deals with spark plug tools and special installations, analyzes service conditions, gives hints for selling spark plugs, etc. Champion Spark Plug Co., Toledo, Ohio.

**166 CYLINDER HEAD STOCK REMOVAL CHART—** A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

**167 1960 LAMP & FLASHER SERVICING GUIDE—** Includes following information: Vision-aid headlamp information, aiming instructions, installation instructions for sealed beams and miniatures, complete auto lighting service, servicing directional signals, and specifications for 1946-60 American and European cars. Tung-Sol Electric Inc., 95 8th Avenue, Newark, N.J.

**168 CRANKSHAFT GRINDER MANUAL—** A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

**169 YOUR ANSWER TO VAPOR LOCK—** New technical bulletin deals with vapor lock and hot-motor re-starts and explains how Filt-O-Reg helps prevent these conditions and increase engine efficiency. Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

**173 HYDRAULIC PARTS—** Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the



# INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

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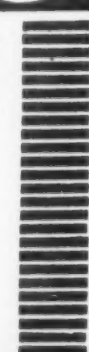
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## HELPFUL BOOKLETS FREE!

complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1957. Els Automotive Corp., Middletown, Conn.

**174 OIL SEAL POSTER**—Second in a series to help you better understand the value of oil seals and the need for replacing with new seals. The colorful 9" by 25" posters are done in cartoon strips for easier reading and have several illustrations showing importance of tight seals to good vehicle braking. Chicago Rawhide Mfg. Co., Service Sales Div., Elgin, Ill.

**184 NEW ILLUSTRATED CATALOG**—of polishing and washing accessories. Includes information on M-19 Polishers, Dust Cloths, Synthetic and Wool Wash Mitts, Domestic and Imported Chamols, Buffing Discs and Bonnets, B-335 Cutting Pads. Pitt-Bar Mfg. Co., 3311 E. 45th St., Los Angeles 58, Calif.

**185 SERVICE ENGINEERING BROCHURE**—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

**186 FILTER CATALOG**—offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., Talmadge Rd., Edison, N.J.

**191 1959 REBUILT AUTO PARTS CATALOG**—The first complete catalog to be published this year is now being distributed to jobbers and distributors. It contains listings of the 16 different items that Kimco rebuilds. For quick and easy use, the parts are arranged in logical sequence and broken down as to make and model of automobile, truck and tractor. Kimco Auto Products, Inc., 1520 Texas St., Memphis, Tenn.

**193 WIRE & CABLE CATALOG**—A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Autolite Co., Toledo 1, Ohio.

**194 TWIN POST LIFT WHEEL ALIGNMENT OUTFIT**—Illustrated 8-page catalog, shows how this equipment does not limit floor space, shows how anyone can do wheel alignment and points out fast reading advantages. Weaver Mfg. Co., Springfield, Ill.

**196 AIR COMPRESSOR CATALOG**—Twenty-page catalog gives detailed instructions on how to select a compressor. Also includes specifications and information on various type of compressors, components and accessories. Ask for Catalog No. 734-2, Weaver Mfg. Co., Springfield, Ill.

**197 BATTERY TESTING PROCEDURE**—Fully illustrated booklet gives step by step outline of fast, simple and accurate battery testing procedure. Also gives list of recommended testing equipment to have on hand. Delco-Remy Div., Technical Literature Section, Anderson, Ind.

**198 SERVICE JACK CATALOG PAGE**—Model WA-66, 1¼-ton and 1½-ton service jacks are fully described. Light weight of these models makes them ideal for road service trucks and away from shop service. Includes complete specifications. Weaver Mfg. Co., Springfield, Ill.

**199 20-TON CAPACITY FLOOR JACK CATALOG PAGE**—Fulfills need for floor type jack with greater capacity than has been previously available. Includes specifications on construction, capacity and service. Weaver Mfg. Co., Springfield, Ill.

**200 FREE WHEEL LIFTS AND ROLL ON LIFTS CATALOG PAGES**—Two pages gives dimensions, capacity and other pertinent information about these two Weaver products. Weaver Mfg. Co., Springfield, Ill.

**201 TWIN POST LIFT ADAPTER REQUIREMENTS**—Gives definite instructions on which adapter is needed for various passenger car models. Adapters described are required for all 1957 model cars. Weaver Mfg. Co., Springfield, Ill.

**202 "DON'T BLAME THE GENERATOR"**—free booklet designed to help keep your profit by eliminating costly comebacks. Arrow Armatures Co., 11 Fordham Rd., Boston 34, Mass.

**206 THE SERVICE STORY ON SHOCK ABSORBERS**—Handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 3044 W. Grand Blvd., Detroit 2, Mich.

**207 1957 BRAKE SHOE CATALOG**—With illustrations of brake shoes and their proper application, etc.—National Brake Block Corp., 37-17 57th St., Woodside 77, N.Y.

**210 COLUMBUS SHOCK ABSORBERS**—Complete catalog of Luxury-Ride and Velvet-Ride lines, including type needed for front and rear of each make, year and model car—plus numerical parts listing, installation, bushings and washer information. Columbus Parts Corp., 1801 Spielbusch Ave., Toledo, Ohio.

**213 SHOCK ABSORBER CATALOG NO. 3207-A**—A 16-page listing by numbers or by makes—shock absorbers for every automotive need—passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

**214 THE WHYS AND HOWS OF VOLTAGE REGULATORS**—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N.Y.

**222 "WHAT PRICE QUALITY"**—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N.Y.

**226 OIL LEAK DETECTOR**—Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure—one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.

**227 PROFITABLE ENGINE REPAIR**—6 pages entitled "Profit Paks" shows how to get started profitably and at low investment cost in engine repair service; how to equip to make 17 essential A.E.A. tests, etc. Sun Electric Corp., Dept. PB, 6331 N. Avondale Ave., Chicago 31, Ill.

**236 INSTALLATION OF SHOCK ABSORBERS**—Detailed instructions for the removal and installation of direct action shock absorbers. Stern and loop end types for both leaf and coil spring installations. Monroe Auto Equipment Co., Monroe, Mich.

**242 AUTOMOTIVE LINES**—4-page booklet lists all of the Solder Seal chemical tools, giving part numbers, size, case contents, list and dealer prices. Radior Specialty Co., 1400 W. Independence Blvd., Charlotte 8, N. C.

**244 SPARK PLUG INSPECTION CHART**—Form No. M-1433—A full color chart that can be tacked or taped up onto walls showing both normal and abnormal appearance of spark plugs plus tips on how to get top performance from spark plugs. The Electric Autolite Co., Toledo, Ohio.

**250 FUEL PRESSURE REGULATORS**—Informative folder answers such questions as "What is fuel pressure regulator?" "Why do I need one?" "Why isn't it original equipment?" and "Is it guaranteed?" Milemaster, Inc., 1550 E. 74th Place, Chicago 19, Ill.

**255 TOOL CATALOG "X"**—128 pages gives pictures, descriptions and specifications of the complete line of Snap-On Tools and shop equipment, including the latest electrical and electronic engine testing instruments, wheel aligning and balancing equipment, etc. Snap-On Tools Corp., Kenosha, Wis.

**257 RUBBER PRODUCTS**—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Doan Mfg. Co., 1725 London Road, Cleveland 12, Ohio.

**261 SAFETY EQUIPMENT CATALOG**—22 pages describes the full line of directional signals, reflectors, mirrors, flares, flags, fuses, stop and clearance lights, fire extinguishers and other products. Anthes Force Oilier Co., 20th St. and Avenue M, Ft. Madison, Iowa.

**262 OIL FILTER SELLING AIDS**—Wix O-Matic the guide to extra profits in oil filter service sales. A revolutionary merchandising concept featuring minimum, controlled inventory, guaranteed sales, perpetual stock control, Dial-O-Matic cartridge selector, cartridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers—floor cabinet or wall rack. Ask for brochure giving complete details. Wix Corp., Gastonia, N.C.

**263 "WHAT'S UNDER THE HOOD?"**—24 page illustrated booklet names and locates all the components under the hood of average car. Tells what each is, what it does and what attention the motorist should give it. Written with realization of importance of women as primary buyers of automotive maintenance. Wix Corporation, Gastonia, N.C.

**264 TIRE VALVES, EQUIPMENT AND TOOLS**—Complete jobber catalog describes the entire line: giving numbers, description, packaging and weight of each item. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N.J.

**265 TIRE VALVE WALL CHART**—Complete parson chart shows application of tubeless tire valves by car name. Also shows the interchange stock numbers of other manufacturers. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N.J.

**269 IGNITION PARTS MERCHANDISER**—New 16 page illustrated manual describes and pictures complete new line of Merchandisers, their purpose and value to all types of ignition repair shops. Guarantees results through easy to read, up-to-date cataloging, backed up by reliable information and accurate specifications to take "guess work" out of ignition business. Guaranteed Parts Co., Inc., Seneca Falls, N. Y.

## HELPFUL BOOKLETS FREE!

**271 AUTOMOTIVE CHEMICALS**—8 page catalog gives description of each item in the Permatex line giving uses, parts numbers and sizes. Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N.Y.

**273 "HOW TO EARN BIG PROFITS IN BRAKE SERVICE"**—Booklet tells how to spot and sell brake service prospects. Shows how a small investment in brake equipment will yield annual return of over 267%. Includes a check list of equipment and accessories necessary for a profitable shop. Amoco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill.

**274 EQUIPMENT CATALOG**—New 24 page catalog includes Telaliner and Magnetic Gauge units, on-and off the car balancers, body frame machines, safety testing equipment, and the tools and gauges for every phase of alignment work. Bear Mfg. Co., Rock Island, Ill.

**275 PISTON RING**—16-page booklet contains a description of the Modern Power features of Ramco Piston Rings complete with illustrations. Ramsey Corp., P.O. Box 513, St. Louis 66, Mo.

**283 CARBURETOR WALL CHART**—Three color 17" x 22" trouble shooter chart locates the sources of seven common types of carburetor trouble and gives specific causes and remedies. Hygrade Products Div., Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**285 "INSTALL RATHER THAN OVERHAUL"**—A booklet designed to show dealers, independent repair shops and installing shops the many benefits resulting from the installation of rebuilt engines. Write Muskegon Piston Ring Co., Muskegon, Mich.

**297 SCREW DRIVER CATALOG NO. SD 56**—Colorful catalog showing over 400 different sizes and styles of hand tools. Screw Drivers, Nut Drivers, Pliers and Wood Chisels, are presented in clear pictures and tables showing complete dimensions. Merchandising Displays, helpful Screw Charts and standardization tables are also shown. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

**298 SOLDERLESS TERMINAL CATALOG NO. T 70**—Over 60 different sizes and styles of Solderless Terminals are illustrated in a beautiful 4 color catalog. Actual size illustrations plus blue print type of drawings, with all dimensions clearly marked, make for easy selection of the proper Terminal, for every need. Regular, Quick Connect and the new Insulated type of Solderless Terminals are shown. A Quick Reference Card with actual samples mounted, is also available. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

**299 SELLING RING JOBS**—8 page folder entitled "The Sealed Power 4-Way Check Plan" shows you the essential points necessary for successful ring jobs. Will greatly assist you in doing a better selling job with customers. Sealed Power Corp., 500 Sanford Ave., Muskegon, Mich.

**302 BUYERS GUIDE INVENTORY CONTROL BOOKLET**—Each rebuilt part is listed on a separate inventory page. The inventory page is divided as to part number and application. Space is provided for the dealer to keep a running record of each order plus his basic stock control. Each application has received a classification based on past sales records and is classified: (A) Best Selling Part; (B) Good Selling Part; (C) Quantity depending on vehicle regis-

tration and jobber requirements. Kimco Auto Products, 1520 Texas St., Memphis 6, Tenn.

**305 DUAL-PURPOSE TIRE REPAIR PATCHES**—Illustrated catalog describing new Self-Vulcanizing Dual-Purpose Patches. Metal dispenser cabinet for shop use—patches packed in handy dispenser cartons. Monkey Grip Sales Co., P.O. Box 6170, Dallas 22, Texas.

**306 NEW FRICTION TAPE DISPLAY**—Illustrated catalog covering entire line of Monkey Grip Friction Tape and Plastic Electrical Tape, features new merchandising rack for carded Friction Tape. Also, counter display containers for boxed tape. Monkey Grip Sales Co., P.O. Box 6170, Dallas 22, Texas.

**307 TIRE REPAIR MATERIALS. AUTO MATS, AND AUTOMOTIVE RUBBER PRODUCTS**—New complete 24 page catalog covering Monkey Grip Products for the Automotive Trade. Colorful, illustrated and informative. Monkey Grip Sales Co., P.O. Box 6170, Dallas 22, Texas.

**308 TUBELESS TIRE REPAIR PLUGS**—Molded rubber plugs for on-the-wheel puncture repairs in Tubeless Tires are described in new catalog. Plugs are available in complete shop assortment kit, consumer kit, and packages according to size. Monkey Grip Sales Co., P.O. Box 6170, Dallas 22, Texas.

**311 TUNE UP SPECS**—8-page booklet containing latest 1959 ignition tune up specifications for trucks, small engines and tractors is being offered free by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N.Y.

**313 NEW IGNITION BOOKLET FOR JOBBERS**—Entitled "What do you EXPECT from Ignition?" presents new and valuable information on the growth and profit possibilities of Ignition, as well as some interesting sidelights on the use of Ignition as a business stimulator for other wholesaler lines. Shurhit Products, Inc., Waukegan, Ill.

**314 WAGNER BRAKE PARTS CATALOG**—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMax bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**315 BETTER IGNITION by Delco-Remy**—16-page, 8½x11-inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

**316 20,000 VOLTS UNDER THE HOOD**—Covers the basic operation of the electrical units in the ignition circuit. It shows how battery voltage is built up to 20,000 volts at the spark plug. Delco-Remy Division, Anderson, Ind.

**317 THE CRANKING CIRCUIT**—This shows the units in the cranking circuit and how they operate together as a team to crank the modern automobile. Written in simple non-technical terms so it can be easily understood. Delco-Remy Division, Anderson, Ind.

**318 NEW BATTERY SERVICING EQUIPMENT CATALOG**—This catalog designated Bulletin A-59 illustrates the "New Look" which is featured in the Christie fast battery chargers. Also described is a complete new line of "Handee Chargers" for home, farm, marine, and industrial users. Christie Electric Corp., 3410 W. 67th St., Los Angeles 43, Calif.

**319 BRAKE AND SHOCK CATALOG**—20 page catalog and price list of Girling brakes and shock absorbers for imported cars. Covers popular models from 1948-

1959. Includes brake and clutch supply tanks, lined brake shoes, brake parts, service kits, disc brakes and shock absorbers. Lucas Electrical Services, Inc., 501 W. 42nd St., New York 36, N.Y.

**320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT**—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

**322 SKY-RIDE SHOCK ABSORBER MANUAL**—12 pages covering market potential, trouble shooting, engineering, installation, specifications, procedures and merchandising plans of the Thompson Sky-Ride Shock Absorber. Sales Order Dept., Thompson Products Replacement Div., Thompson Ramo Wooldridge, Inc., 6402 Cedar Ave., Cleveland 3, Ohio.

**325 POWER STEERING REPAIR KIT CATALOG**—Introduces Everhot's new line of KWICKY POWER STEERING REPAIR KITS. KITS contain all the parts necessary for efficient service of all GM, Ford, Chrysler, American Motors and Studebaker-Packard models, 1952 through 1960. Easy-to-follow instructions and exploded illustrations in every KIT. New catalog contains complete alphabetical listings by car make, model and year; listings by KWICKY KIT number; Interchange Data, and Exploded Illustrations. ASK for Catalog PK-260. Everhot Products Co., 2001 W. Carroll Ave., Chicago 12, Ill.

**337 AUTOMOTIVE PRODUCTS GUIDE**—Illustrated 11"x17" wall chart gives full line of Permatex automotive chemicals plus the application of each. Includes parts numbers, sizes and prices. Permatex Co., Inc., 300 Broadway, Huntington Station, Long Island City, N.Y.

**339 COMPACT CAR COMPARISON**—New booklet gives complete specifications comparing the Corvair, Falcon, Valiant, Lark and Rambler. The book provides complete details on performance, estimates, including fuel consumption, acceleration and top speeds as well as details on optional equipment and both automatic and manual transmissions. The Electric AutoLite Co., Toledo 1, Ohio.

**343 NEW SCHOOL BROCHURE**—includes descriptions of the courses offered in classes which begin every Monday, plus pictures of the facilities and equipment used. Bear Mfg. Co., Rock Island, Ill.

**344 TELALINER SERVICES CATALOG**—Contains 8 pages of pictures and descriptive material on Telaliner units, and shows how this electromagnet machine quickly and accurately measures alignment angles. Bear Mfg. Co., Rock Island, Ill.

**345 HYDRAULIC BRAKE WALL CHART**—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Els Automotive Corp., P.O. Box 701, Middletown, Conn.

**348 DIRECT OIL CONVERSION KIT**—Catalog sheet describes kit for post-war 6-cylinder Chevrolet. Kit saves time and builds business. Contains copper tubing and fittings required for rocker arm lubrication of almost any postwar 6 cylinder Chevrolet. Planet Metal Products Corp., 964 Dean St., Brooklyn, N.Y.

**370 EMEROL MFG. CO.**—Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Oil, Marvel Oiler, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. P.O. Box 871, Port Chester, N.Y.

**410 NEW AIR BRAKE MAINTENANCE BULLETINS**—Series of bulletins, each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.





## NEW PRODUCTS AND CATALOGS

### 900—Tape Applicator

To speed up masking operations in automobile painting, a tape applicator announced by Rose Mfg. Co., 1102 W. Grant Road, Tucson, Ariz., is said to apply tape quickly and efficiently on difficult contours and complicated curves that previously required painstaking piecework.

The "Speedmasker" consists of an aluminum housing from which the tape



is fed to a concave rubber roller which has a floating disc on one side to guide the tape edge into the grooves of chrome side stripping, ornamentation, rubber or chrome window molding. The device reportedly permits machine-straight, long pulls along side panel trim, smoothing and sealing as it rolls. It also cuts down on cleanup and touchup, it was claimed, by eliminating faulty, uneven masking. Applicator is available with rollers  $\frac{1}{2}$ " to  $\frac{3}{4}$ " wide.

Want more info? Use coupon on page 101 and you will get it!

### 901—Windshield De-Icer

Designed to melt ice, frost and sleet on windshields, headlights and windows instantly, "20/20" windshield de-icer in a 14-oz. aerosol can, announced by Turtle Wax, Inc., 1800 N. Clybourn Ave., Chicago 14, Ill., reportedly also thaws frozen locks and releases sticking doors and windows.

When used on the inside of windshields, product eliminates fogging, according to the manufacturer.

Want more info? Use coupon on page 101 and you will get it!

### 902—Lock Anti-Freeze

"Frost-Off" lock anti-freeze, announced by Merix Chemical Co., 2234 E. 75th St., Chicago 49, Ill., not only prevents locks from freezing, it was

claimed, but also removes ice from frozen locks quickly.

Packaged in 2-oz. plastic squeeze bottles, product may also be used ef-

fectively on garage and other outside locks, the manufacturer said.

Want more info? Use coupon on page 101 and you will get it!

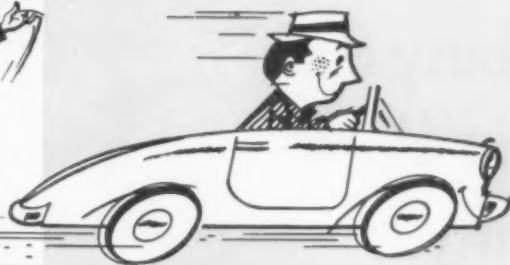
### 903—Primer

A primer that can be used as a regular automotive paint undercoater or as a one-coat finish, introduced by Krylon, Inc., Norristown, Pa., reportedly sprays on evenly and dries in 15 minutes to a hard, smooth finish.

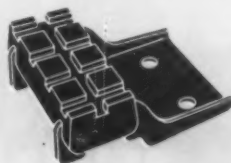
Packaged in a 16-oz. spray dispenser, "Hot Rod" charcoal-black primer is said to be lacquer-resistant and can be top-coated with almost any paint finish.

Want more info? Use coupon on page 101 and you will get it!

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Mounts for all popu-  
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mounts and send the motorist  
home smiling with a smoother,  
better performing car.

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### 904—Rear Axle Puller

Designed for use on all cars that have the bearing pressed on to the axle, "Model AT-1" rear axle and bearing puller, announced by Thern Machine Co., 3802 West 4th St., Winona, Minn., reportedly requires no bolting or aligning on flanged-type axles.

The puller alone will work on any car with a flanged axle, such as Chevrolets and other General Motors models. It is operated by dropping it over the axle flange and using sliding strokes to dislodge the bearing and loosen the axle. By using the "Model AT-2" adapter flange plate the puller will also work on all cars that have a nut on the end of the axle. In this

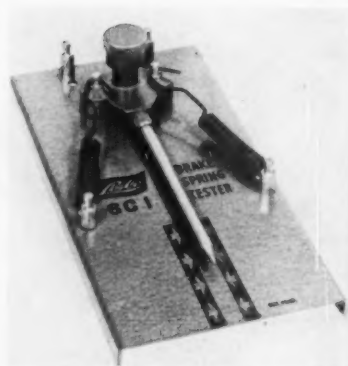
case the hub is removed and the adapter flange is bolted on to the axle. It will then loosen the axle in the same manner as on the regular flanged type, according to the manufacturer.

Want more info? Use coupon on page 101 and you will get it!

### 905—Brake Springs Tester

A device for testing pairs of brake return springs to make sure they have equal pull has been introduced by Lisle Corp., Clarinda, Iowa.

With the "Model SC-1" tool, tests indicate that unless the return springs were nearly equal in strength, the shoe with the weaker spring would often drag on the drum, causing heat and



excessive wear. Tests also show that a front wheel shoe retained by a weak spring frequently results in "grab," causing a car to veer to one side.

Want more info? Use coupon on page 101 and you will get it!

### 906—Hose Clamp Tool

All sizes of clamps may be held securely for removal or replacement with "K-D 427" flexible shaft hose clamp tool announced by K-D Tools, Lancaster, Pa., whose no-kink "memory" cable reportedly reaches into tight places inaccessible to pliers-type tools.



Easy turns of the handle operate a screw within the sleeve on end of cable, compressing clamp. Over-all length is 14 $\frac{1}{2}$ ". Cable is 11" long. The rust-proofed tool has a plastic handle.

Want more info? Use coupon on page 101 and you will get it!

### 907—Hardware Catalog

A comprehensive and completely detailed automotive and specialty hardware catalog, published by Stewart-Warner Corp., 1826 Diversey Parkway, Chicago 14, Ill., covers hood catches, fasteners, door holders and handles, dovetails and other standard items, as well as specially designed items for specific requirements of manufacturers in the truck, hood, cab and body, tractor, road machinery, lift truck and kindred fields. Specifications are clearly indicated and are supported with photographs and line drawings to supply all information required by project engineers, designers and purchasing departments.

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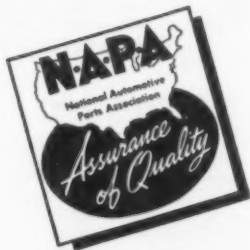
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HAND TOOLS**

### 908—Oil Seals

A positive seal for "growing axles" reportedly may be obtained with "Ad-A-Seal" oil seals for rear wheels, introduced by Better Part Specialties, 2601 San Fernando Road, Los Angeles 65, Calif.

"Ad-A-Seal's" sealing quality is not affected when axle gets out of center, it was claimed. Product's side-sealing principle reportedly will not let the axle out of center and away from the conventional oil seal lip. Seals are manufactured for Chevrolet, Buick, Pontiac, Chrysler, Ford, Valiant, Falcon and Comet cars.

Want more info? Use coupon on page 101 and you will get it!

### 909—Wet Sanding Paper

Use of a stronger and harder adhesive bond with its "Tufbak Durite" abrasive paper for wet sanding, announced by Behr-Manning Co., division of Norton Co., Troy, N. Y., is said to offer improved resistance to loading when wet sanding lacquers, enamels, acrylics, primers or putty.

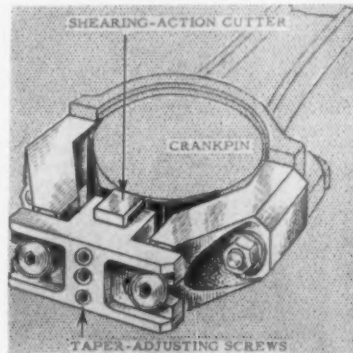
Paper is said to possess improved life when used with gasoline or other petroleum products. The adhesive, slightly less flexible than that used with earlier materials, reduces operator fatigue because it requires less pressure on the work it was said.

Want more info? Use coupon on page 101 and you will get it!

### 910—Crankshaft Tool

"Tru-It" crankshaft journal reconditioning tool, announced by The St. Charles Machine Industries, Inc., 328 N. 5th St., St. Charles, Ill., is said to allow crankshaft journals to be trued quickly in the engine without removal of the heads or piston assemblies. Only spark plugs and oil pan need be removed.

Tool attaches to the upper end of the rod, the same as a rod cap, and



cutting action is guided by the piston and rod assembly in the cylinder for which the crankpin is being re-trued. Correct alignment is thus automatically attained, it was claimed. Shearing action cutter imparts a smooth, round and straight surface to the crankpin. Final finish is obtained by polishing with abrasive strip. Tool corrects crankpins up to 2.375" diameter. Furnished are 8 cutters, cutter carrier, yoke, side arms, springs, special bolts and nuts for offset rods, thin-wall nuts and wrenches for yoke screws and taper correction adjustment screws, abrasive for polishing and full instructions, all packed in a metal box.

Want more info? Use coupon on page 101 and you will get it!

### 911—Dome Light

"No. 390 Pathfinder" light with soft-glow translucent diffuser, introduced by Auto Lamp Mfg. Co., 2909 S. Indiana Ave., Chicago 16, Ill., is 5½" in diameter and is designed to surface-mount in any truck cab or van.

Diffuser is of "snap-on, snap-off" design to make replacement of bulb quick and easy, without screws or clips. Unit is complete with switch (push type), bulb (6- or 12-volt), wiring and 3-hole flush-mounting flange. Units are also available without switch.

Want more info? Use coupon on page 101 and you will get it!

### 912—Floor Mats

Door-to-door floor mat protectors for all standard cars, 1957 through 1961, introduced by Ace Rubber Products, Inc., 100 Beech St., Akron, O., feature a silver shield set into both the front and rear mats to provide contrast to solid mat colors of black, red, green, blue, white or brown.

They also feature a reinforced heel pad, contoured shape and dirt-catching grooves.

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and a  
plush  
poodle,  
too!



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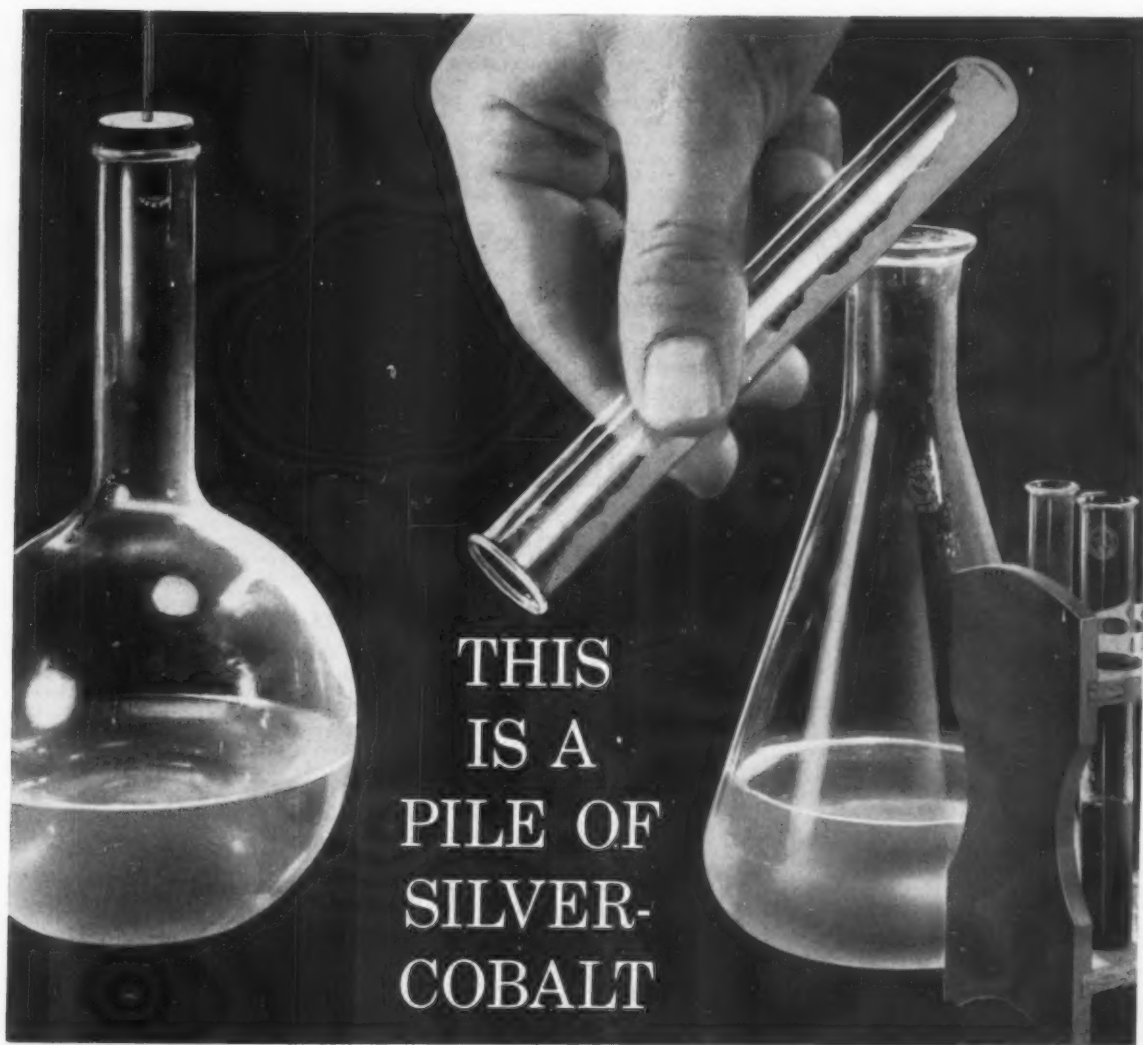
... from Mac's, your most unusual premium offer ever — a plush, life-like poodle! Just order 12 each of these three fast-moving Mac's radiator products. You get a big 16" poodle and big profits, too. Be sure to order your supply today!



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### 913—Liquid Buffer

An improved "Magic Liquid Buffer" for tubeless tires and tubes, announced by Ace Rubber Co., P. O. Box 6147, Dallas 22, Texas, is available in a 14-oz. aerosol can.

Application of the oil-free cleaning solution reportedly removes undesirable foreign substances and assures a perfect patch bond. Product also comes in a quart can.

Want more info? Use coupon on page 101 and you will get it!

### 914—Color Wall Chart

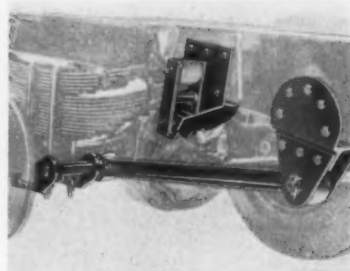
A "Color Information for 1961 Cars" wall chart, announced by E. I. du Pont

de Nemours & Co., Inc., Wilmington 98, Del., lists all American car makes finished in acrylic lacquer and those that are finished in baked enamel, as well as where to find 1961 color identification numbers on the cars and the Du Pont stock, code or formula numbers for all colors.

Want more info? Use coupon on page 101 and you will get it!

### 915—Radius Rods

Specifically designed to carry driving and braking forces directly to the frame and let springs carry only the load, "Torqer" radius rods, introduced by Truckstell Mfg. Co., 3490 West 140th St., Cleveland 11, O., reportedly save



both center-bolt and spring leaves from damage.

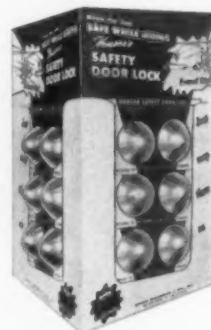
Once installed, rods never need adjustment, it was claimed, and keep the driving axle perfectly aligned, thus eliminating excessive tire wear. Lifetime rubber bushings act as shock absorbers, the manufacturer said. Complete package sets are available for all medium- and heavy-duty trucks and feature quick and easy installation without removing rear springs or U-bolts.

Want more info? Use coupon on page 101 and you will get it!

### 916—Door Locks

Children reportedly can't open car doors from the inside when safety locks, announced by Houser Engineering & Mfg., Inc., Bluffton, Ind., have been installed, yet doors open as usual from the outside.

Only 5 minutes are required to replace inside door handles with the



chrome-finished units that simply snap on, it was claimed. No mechanical changes are necessary. Three styles cover all 4-door cars except the '59 Chevrolet Impala, Buick Electra and Oldsmobile Holiday sport sedan.

Want more info? Use coupon on page 101 and you will get it!

### 917—Power Steering Kit

Power steering master overhaul kit announced by Tramco Industries, Inc., 125 West End Ave., New York 23, N. Y., is a complete rebuilding package containing the required replacement parts for a particular pump, gear or valve.

Hard-to-get or unavailable pieces are also included. All parts are protected in sub-assembly packages and enclosed in a shelf box. Every kit comes complete with easy-to-follow, step-by-step illustrated instructions.

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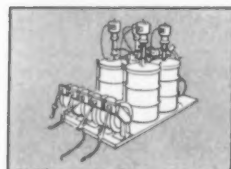
MANUALLY OPERATED PUMPS



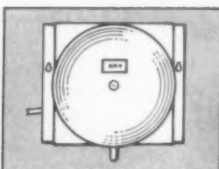
WASTE OIL DRAINS



HAND GUNS



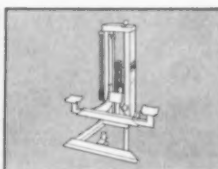
LUBE RIGS



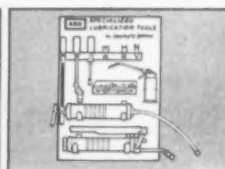
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## 918—Spray Gun Cap

Up to 75% less fog and no overspray are claimed for a fog-less air cap for spray guns announced by Gladon Corp., 1915 Winder St., San Diego 1, Calif., a patented feature of which forms an envelope of air around the material as it leaves the gun.

The envelope reportedly forces the material, which ordinarily does not reach the surface, back into the pattern, giving an even, solid and wetter coverage, eliminating all dry bond. Cap is available in 10 different models, each designed for specific applications and types of material sprayed.

Want more info? Use coupon on page 101 and you will get it!

## 919—Transmission Jack

Developed to speed up and simplify one-man removal and replacement of any type of car or light truck transmission, a hydraulic-powered transmission jack announced by Edgewater Automotive Division, St. Joseph, Mich., is lightweight and portable and permits removal of transmission with car supported on regular garage horses.

Capacity is 1,000 lbs. Controls are conveniently situated for fast work from a creeper, it was claimed. Hydraulic pump handle swings to either side for right- or left-hand operation. Four large full-swiveling casters reportedly permit easy placement and moving of transmission to workbench



or fixture.

Want more info? Use coupon on page 101 and you will get it!

## Safer repairs... more profit ... when Vulcanized with **MONKEY GRIP** "SIZZLE" PATCHES

Give customers the assurance of complete safety and satisfaction on every puncture repair... and build extra profits for you while doing it!

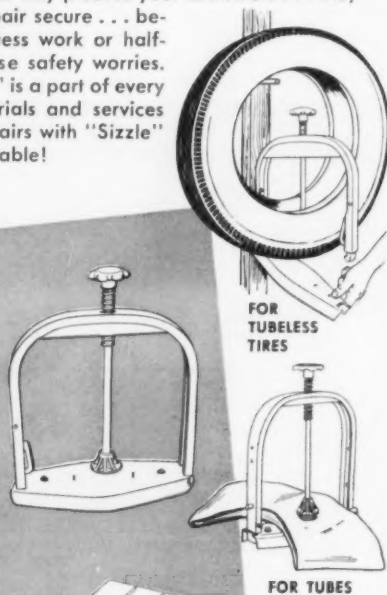
The Monkey Grip "Sizzle" patch way pleases your customers... they know the tire is safe... the repair secure... because it's **VULCANIZED**. No guess work or half-sure "quickie" method to cause safety worries. When "complete tire inspection" is a part of every job extra sales for other materials and services add greatly to your profits. Repairs with "Sizzle" patches are sure, safe and profitable!



**ONE PATCH... ONE CLAMP - Save Dollars On Equipment and Inventory!**

"Sizzle" patches have Filler\* Tabs to plug the hole. 2-sizes make all puncture or slit repairs. C-24 Clamp handles all passenger car size tires and all tubes.

\*Patented



FOR TUBELESS TIRES

FOR TUBES

Use "Sizzle" patches for longer cuts or tears.

Your Monkey Grip jobber can supply you with materials and equipment for a complete tire and tube repair set-up. Call him today.



*The World's Best*

**MONKEY GRIP  
SALES CO. DALLAS 22, TEXAS**

## 920—Toe-Setting Gauge

To check toe settings on cars and trucks without setting up wheel aligning equipment, "Roll-A-Toe" gauge, announced by Hunter Engineering Co., Hunter Ave. & Ladue Road, St. Louis 24, Mo., reportedly requires only 3 minutes to accurately check a toe setting, indoors or out, on any reasonably flat and level surface.

The floor-type gauge is available in both passenger-car and truck models.



Automatic run-out compensation reportedly assures maximum accuracy. The "170-S" gauge fits different makes and models of passenger cars—American and foreign, while the "171-S" will handle trucks, buses and cars.

Want more info? Use coupon on page 101 and you will get it!

## 921—Tune-Up Products

Four chemical tune-up products introduced by Union Carbide Consumer Products Co., Division of Union Carbide Corp., 30 E. 42nd St., New York 17, N. Y., are "Prestone Engine Tune-Up" and "Carburetor Tune-Up" for consumer sale and "Engine Purge" and "Top Engine Cleaner" for shop use.

"Engine Tune-Up" is a super detergent oil additive for the crankcase, formulated to meet U. S. specifications MIL-L-2104A and MIL-L-21260 for severe service and rust prevention. It reportedly removes deposits which cause noisy valve lifters, stuck valves, etc. "Carburetor Tune-Up," a concentrated fuel detergent which is added to the gasoline, is said to meet U. S. specifications for rust prevention. The shop products are used for cleaning engines prior to mechanical tune-up and for removing deposits from all areas reached by the engine oil, etc.

Want more info? Use coupon on page 101 and you will get it!



# THE



The newest way to boost repair profits from the newest name in quality replacement parts...

# MOTORCRAFT TUNE-UP PARTS DISPENSER!

For finger-tip parts convenience on those high-profit ignition tune-up jobs, here's a brand-new, compact MOTORCRAFT TUNE-UP PARTS DISPENSER—specially designed for service stations and independent garages.

- Each part is prepackaged
- Entire 42-piece assortment is FAST MOVING
- Dispenser is FREE . . . bonus promotional dangle, too
- Compact design . . . place it anywhere
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- Comes with a Quick Reference Catalog
- Dispenser replaced FREE OF CHARGE with duplicate parts order

Assurance of quality means assurance of customer satisfaction. Realize increased carburetor and ignition repair profits from the good will generated by quality MOTORCRAFT replacement parts. Obtainable only from your jobber. Call him now and ask about the new MOTORCRAFT TUNE-UP PARTS DISPENSER!

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IGNITION  
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**MOTORCRAFT**  
THE  
NEWEST NAME IN  
SERVICE PARTS

**M**  
PRODUCTS OF  
FORD MOTOR COMPANY

## 922—Automatic Choke Cleaner

Fast, penetrating action of its automatic choke cleaner, announced by Gumout Division, Pennsylvania Refining Co., 2690 Lisbon Road, Cleveland 4, O., reportedly cleans and frees sticking vacuum piston and cylinder by dissolving the gum and removing carbon and dirt.

Cleaner is packaged in aerosol cans with a special valve so that a solid "jet stream" of fluid can be directed precisely to the various choke parts that need cleaning. The service requires less than 5 minutes to perform and no special tools are needed.

Want more info? Use coupon on page 101 and you will get it!

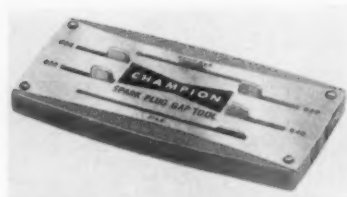
## 923—Muffler Catalog

Installation tools and merchandising aids are illustrated pictorially in the 1960 dealer and sales planner catalogs published by Pratt Muffler Division, 168 N. Michigan Ave., Chicago 1, Ill., which lists the division's complete line of exhaust system parts, including passenger car and farm tractor parts, fiberglass-packed mufflers, hangers, clamps and grommets, etc.

Want more info? Use coupon on page 101 and you will get it!

## 924—Gap-Setting Tool

A pocket-size gap-setting tool with 8 steel wire gauges, introduced by Cham-



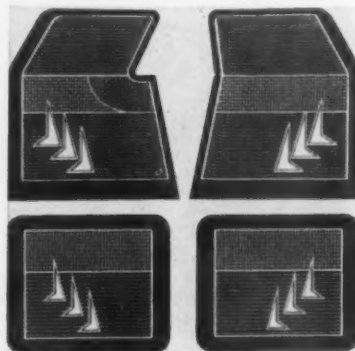
pion Spark Plug Co., 900 Upton Ave., Toledo 7, O., is said to be the first such tool with all working parts enclosed in a case.

Made of plastic, it features a built-in electrode bending fixture, taper gauge and thin, double-cut file, all of which retract into the case for carrying ease. The steel wire gauges are calibrated at .015", .020", .028", .030", .032", .035" and .040" to cover the complete range of spark plug gap settings recommended for automotive engines. When retracted the complete tool measures 3½" long, 1½" wide and ¾" deep. It weighs 2½ ozs.

Want more info? Use coupon on page 101 and you will get it!

## 925—Car Mat Sets

Matched car mat sets for front and rear floors, announced by Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas, feature a triple dart pattern in contrasting white or black and are available in red, blue, green, gray, turquoise, black, white, tan and brown.



Although rear mats are made in corresponding design with the front, they are fully "utility mats" in applications for the home, boat, office, store or factory, the manufacturer said. Pairs of front and rear mats are packaged in separate boxes.

Want more info? Use coupon on page 101 and you will get it!

## 926—Touch-Up Paints

Touch-up paints for 1961 Chrysler cars, announced by the Mopar Division of Chrysler Motors Corp., P. O. Box 1718, Detroit 31, Mich., are available in brush-in-cap applicator kits and in aerosol spray cans.

Brush-in-cap applicator is useful for covering small areas, it was claimed, while the spray can is especially useful for covering large areas. Used as directed, one can contains enough paint to cover an area the size of a door panel.

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# AIRLINE GAUGES *by* ACME

with... ★ REPLACEABLE CARTRIDGE  
★ REPLACEABLE VALVE

**DEFLATES  
INFLATES  
GAUGES**

**No. 1200 Series**

**READINGS ALWAYS \* LEGIBLE!**

Triangular Retractable White Nylon Bar — Black Numerals.

\* No Lens to fog up.

Request free catalog sheet for specifications and hose assemblies.

**ACME**  
*for Accuracy*  
SINCE 1915

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*Another extra service from Associates*

## Credit Life insurance is a good sales clincher...try it!

The family man who finances a car is bound to worry about his obligation. The quickest way to dispel his doubt and *move on with the sale* is with Credit Life insurance—a part of the complete Associates financing service. These policies pay off the balance of the indebtedness in full if the insured purchaser dies. They're low in cost and

can be included in the monthly payments. Associates financing service includes floor planning and physical damage insurance as well as Credit Life. We've been in the business for 42 years—in good times and bad—and the fast, efficient service we give fully reflects this experience. Call your local Associates representative today.

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## 927—Hose Assembly Machine

For making up reusable-end hose assemblies, "Model T-1500" hose assembly machine announced by The Weatherhead Co., 128 West Washington Blvd., Fort Wayne, Ind., is designed for use with any style and size of hose end up to 3" hex.

Machine is equipped with a 115-volt, 60-cycle, AC motor rated at 1/2hp. A new type front chuck reportedly grips the work securely in both right and left directions without hammering the chuck closed or open. Machine also is equipped with a universal centering rear chuck, a telescoping arm for driving a wrench in the assembly operation and an extra long outlet cord.

Sealed lubricated bearings and gear case are said to require no special servicing or maintenance under normal conditions. Optional equipment includes a mounting stand, a bench vise, a tool tray and a foot switch.

Want more info? Use coupon on page 101 and you will get it!

## 928—Brake Linings

Two brake linings for special duty, announced by American Brake Shoe Co., 530 Fifth Ave., New York 36, N. Y., include the "Interceptor," which is specifically engineered to police car requirements, and "Special Service," developed and tested for vehicles in multi-stop service such as taxis, city

delivery trucks, etc.

Tests are claimed to show that "Special Service" outlasts ordinary friction material by 3 to 1 on rural mail delivery vehicles. Both types are available bonded or in axle sets at a slight premium, the manufacturer said.

Want more info? Use coupon on page 101 and you will get it!

## 929—Rebuilt Generators

Factory-rebuilt generators for all models of the Ford Falcon, announced by Arrow Armatures Co., 11 Fordham Road, Boston 34, Mass., and Spartanburg, S. C., reportedly are exact duplicates of original equipment in every detail, including size of wire and full number of voltage turns in the armature and field coils.



The company's complete line of factory-rebuilt generators contains replacements for almost every passenger car, taxi and light truck, including late-model American and foreign cars.

Want more info? Use coupon on page 101 and you will get it!

## 930—Mufflers

A 60% longer life has been claimed for a fiberglass-packed muffler line announced by Maremont Muffler Division, 168 North Michigan Ave., Chicago 1, Ill., which features heavy-duty end caps, thicker end tubes and alloy-coated steel shells inside and out.

Mufflers are fully packed from end cap to end cap and from shell to shell with spun glass, it was claimed. Heavy fibers next to tube perforations reportedly protect against the spun glass becoming too brittle, breaking and pulverizing. The spun glass then "graduates" into a blanket of finer fibers to provide a cushion for acoustical effects and a high heat absorption mat, the manufacturer said.

Want more info? Use coupon on page 101 and you will get it!

## 931—Tire Repair Product

"Repair 'N Air," a tire repair product designed to eliminate the necessity of changing a flat tire on the road, introduced by National Dynamics Corp., 220 East 23rd St., New York, is an aerosol-type container with a sealant combination of butyl rubber and plastic together with chemically compressed air.

When attached to the valve of the tire, "Repair 'N Air" automatically seals the puncture and inflates the flat in 90 seconds, it was claimed. The entire operation of repairing a flat on the road reportedly is reduced to less than 2 minutes, eliminating the use of jacks.

Want more info? Use coupon on page 101 and you will get it!

# TORQUE WRENCHES



## This Mark\* Guarantees:

1. Guaranteed accurate forever within 2% of maximum scale reading.
2. The only wrench that permits accurate use of adapter & extensions. Patented pivoted handle permits concentrated load position—the only way to obtain accuracy with adapters and extensions.
3. Rugged construction. Can be stored in a tool box with other tools.
4. Easy to use as any socket wrench.
5. Signalling models and direct reading styles to choose from.
6. A complete range to choose from to meet every service application.

\*These are the same torque wrenches used and recommended by leading engine and equipment builders.



## Valve and Clutch Spring Tester

Test new as well as used springs. Match sets of valve springs for top engine performance. Check clutch springs to prolong clutch life.

## FREE

Torque Specification Book for over 130 makes and more than 1200 models of automobiles, (U.S. and foreign) trucks, tractors, outboards, motorcycles, diesel, aircraft, marine and small air cooled engines. Spark plug, wheel bearing, valve spring data and many helpful torque tips sent free upon request, write Dept. 408



PA **STURTEVANT CO.**  
ADDISON **QUALITY** ILLINOIS



# NAME YOUR GAME...

HIDE AND GO SEEK OR WIX-O-MATIC MAGIC



**Indecision, wasted time and lost sales can't build Filter Profits!**

## *What WIX-O-MATIC gives you!*

- Instant Cartridge Identification for all cars and trucks
- Perpetual Inventory control of a stock tailored to your needs
- Complete protection against obsolescence
- Never an over-balanced stock... never misplaced "dead" inventory
- Cuts Cartridge selection time to 5 seconds... speeds the sale and saves customer's time
- More sales and a guaranteed profit on every sale

Time's a wastin'! Today, if you want to win sales and profits you've got to get off your heels and up on your toes. Ordinary filters and catch-as-catch-can stocking can't help you... you need WIX-O-MATIC, and *how* you need WIX-O-MATIC! WIX-O-MATIC gives you *instant* Cartridge identification. WIX-O-MATIC gives you a balanced, sales-active stock continuously. WIX-O-MATIC gives you 100% protection against obsolescence and full profit on every sale. AND — WIX-O-MATIC gives you WIX Prescription Filtration—top Quality—top Performance and tops in customer satisfaction!

Get the full story on WIX-O-MATIC from your jobber and then go WIX-O-MATIC for a bigger, sounder Oil Filter and Air Filter business.

**WIX CORPORATION • GASTONIA, N. C.**

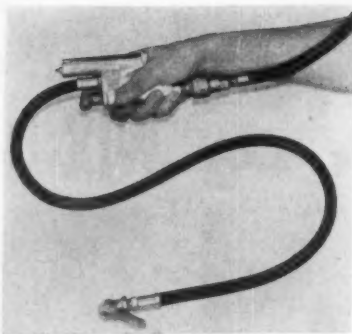
In Canada: Wix Corporation Ltd., Toronto  
In New Zealand: Wix Corporation New Zealand Ltd., Auckland



### 932—Chuck Gauge

Combining easy operation and dependable accuracy with ruggedness and simple component replacement, an airline chuck gauge, announced by A. Schrader's Son, a division of Scoville Mfg. Co., Inc., 470 Vanderbilt Ave., Brooklyn 38, N. Y., reportedly saves time wherever tire service is required.

When chuck is placed on a tire valve, the tire pressure is registered on the easy-to-read built-in gauge. To deflate, the single control button is partially depressed; to inflate, the button is fully depressed. Release of button instantly provides the new pressure reading. "Model 3650" is available with single- or dual-foot chucks to permit easy



matching of equipment to tire service needs. "Model 3650C" with single-foot clip-on chuck and 3' hose permits quick inflation and precision gauging from a distance—without danger of injury caused by bead blow-off, according to the company. Replacement gauge units are calibrated from 16 to 110psi range and can be installed without removing aluminum chuck gauge housing from the airline.

Want more info? Use coupon on page 101 and you will get it!

### 933—Gasoline Filters

Designed to filter out dirt invisible to the naked eye, a complete line of gasoline filters for fuel pumps announced by Walker Mfg. Co., 1201 Michigan Blvd., Racine, Wis., is said to eliminate dirt and abrasives down to 10 microns in size.

Made with pleated Duocron material, filters reportedly provide three times the surface area and storage capacity of ordinary filters. Their more effective gasoline filtration will save gasoline and improve engine performance, according to the manufacturer.

Want more info? Use coupon on page 101 and you will get it!

### 934—Seat Cover Guide

A 32-page guide on seat cover installation—including 1961 cars—available for \$2 from the Automobile Seat Cover Association of America, 159 E. Chicago Ave., Room 203, Chicago 11, Ill., lists all current automobile models keyed to a number and letter corresponding to the diagrams and pictures and has a cross index, diagrams and pictures. The diagrams show how to remove the necessary hardware before installing the covers. Tools for the job and how to use them are also illustrated.

Want more info? Use coupon on page 101 and you will get it!

### 935—Tubeless Repair Kit

"Grip-Tite" tubeless tire repair kit, containing outside-in threaded plug said to carry more plug-bonding cement to injury for a better bond with the tire, has been announced by Knicks Mend-Rite Co., 1447 Gentry Ave., North Kansas City 16, Mo.

A feature of the on-the-wheel plug is its low cost per repair, it was claimed. Nail-hole repairs reportedly can be made in a minute. Starter kit contains instructions, a complete set of tools and 30 plugs.

Want more info? Use coupon on page 101 and you will get it!

### 936—Air Deflector

An accessory to fit on both sides of rear window of station wagons and pickups to keep out smog, exhaust and dirt with window opened or closed, announced by Superior Industries, North Hollywood, Calif., reportedly will also keep the glass clear of rain, snow and mud.

The "Jet Stream Air Deflector" is said to counteract the partial vacuum created at the rear of the vehicle by directing a high velocity stream of air across the rear window.

Want more info? Use coupon on page 101 and you will get it!

it takes



MORE  
THAN  
GOOD  
PRODUCTS

to make a line valuable to Service Shops.

At ARROW, we start with the finest products and then plan every feature of our merchandising program to make the ARROW line easy to buy, easy to sell, profitable to handle. Here are some of the ARROW extras:

1. A complete line of generators, starters, starter drives, armatures and solenoids to fit almost every make and model on the road today, including foreign cars and 1960 models. And you can get them all at your ARROW jobber.
2. Specialized rebuilding of electrical units only, backed by ARROW's exclusive "102" test, protects the Service Shops' profits.
3. A complete catalog, easy to use because it contains complete application data. You can select the right unit quickly . . . save time, avoid errors.
4. Sound pricing to give both Service Shops and Jobbers a fair profit . . . but without "extra jobber discounts". Extra jobber discounts are rarely passed along to Service Shops . . . never offered with first quality products.
5. Merchandising aids to help you sell.
6. Experienced direct factory representatives are available, through your ARROW jobber, to help solve electrical service problems.
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If this is the kind of company you would like to do business with, let us know . . . we will have the ARROW District Manager in your area give you complete details.



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BOSTON 34, MASS., SPARTANBURG, S. C.



There's nothing like  
a new car!

LIKE A  
THERE'S  
NOTHING  
NEW CAR!



Everybody's talking about the new cars, everybody's thinking about the new cars! And once again, "There's Nothing Like a New Car" is the theme of a big, colorful advertising campaign to stimulate customer traffic at General Motors dealers. The ads are designed to help funnel today's ever-growing mountain of disposable income straight into *your* dealership, to convince the millions of readers that they haven't lived until they've driven a new '61 GM car. Read the ads yourself. Note the fun and excitement, and the common-sense sales appeal of GM's performance, reliability and big selection. *It's great to be a GM dealer! . . .* **GENERAL MOTORS**



### 937—Service Unit

Offering service station operators and garages portable 110-volt AC power any place a 12-volt battery is available, the "Activverter," announced by The Electric Storage Battery Co., Automotive Division, P. O. Box 6266, Cleveland 1, O., can be used to operate general service tools for roadside repairs, power wrenches, emergency lighting and other applications.

The flick of a switch converts the unit into a fast or slow charger for 6- and 12-volt batteries. Of fully transistorized construction, the "Activverter" is available in 4 models with capacities from 150 to 500 watts. The 500-watt "Pak-O-Power" model is a multi-

service portable unit, with self-contained 12-volt battery, inverter, charger and car-start leads.

Want more info? Use coupon on page 101 and you will get it!

### 938—Tire Changers

Two air-powered tire changers, announced by May Brothers Mfg. Co., 21300 Eureka Road, Taylor, Mich., are compact in size—requiring only 1.4 square feet of floor space—and operate from a standard air chuck.

Features include an improved, heavy-duty "Jet-Flo" bead breaker that reportedly frees beads instantly, a self-adjusting guide finger for quick alignment of bead breaker shoe, and a

new off-center guide ramp. "Model 58D" is equipped with air-operated wheel hold-down, while "58DM" has a mechanical hold-down. The latter is said to be particularly suitable for outdoor installation. Both are furnished complete with all tools, including the "Quick-Switch" combination mounting and demounting tool.

Want more info? Use coupon on page 101 and you will get it!

### 939—Gas Filter

A gas filter with "micro-bronze" element which reportedly prevents certain fuel system failures, introduced by Kem Mfg. Co., Inc., Fair Lawn, N. J., is made in 3 sizes to match existing fuel lines, each size furnished complete with special hose and clamps to insure a tight, leakproof installation.

Element is a sintered metal made by heat-fusing tiny bronze particles into a



● Stop lamps, turn signals, warning signals, clearance and marker lamps, mirrors . . . you name it, Griffin makes it—better!

Pick up a Griffin product—look at it. You'll find it heavier gauge, sturdier, tougher, able to take years of rugged wear.

Griffin concentrates on fleet requirements. Every lamp and mirror are *fleet engineered* for longer life,

trouble-free service—and to keep maintenance costs at a minimum. All Griffin products comply with the new I.C.C. Regulations.

See your Griffin Distributor now. There are warehouse stocks in all principal cities.



THE GRIFFIN LAMP COMPANY  
SHELBY, MISSISSIPPI



durable semi-porous filter, said to withstand the deteriorating effects of gasoline, alcohol, water, fuel additives, age and vibration. It removes dirt particles and rust from the fuel supply and prevents water and sludge from reaching the carburetor, it was claimed. The special buna-lined fabric hoses supplied with the filters are sheathed in neoprene for added protection against ozone cracking, heat, oil, grease and anti-freeze.

Want more info? Use coupon on page 101 and you will get it!

### 940—Color Chart

To aid paint shops and car dealers in identifying colors on the 1961 cars, a 17" x 22" wall chart listing body colors, announced by the Ditzler Color Division, Pittsburgh Plate Glass Co., 8000 W. Chicago Ave., Detroit 4, Mich., shows also the location of paint code tags and gives car manufacturers' paint code numbers, color names and Ditzler codes.

Want more info? Use coupon on page 101 and you will get it!

### 941—Body Pull Clamps

Pulling attachments designed to operate with 10-ton pulling devices (such as "Damage-Dozer" and "Unit-Dozer") on both unitized bodies and conventional frame cars, introduced by Blackhawk Automotive Division, 5325 W. Rogers St., Milwaukee 46, Wis., include a 4" wide clamp, a 1 1/4" wide clamp and I-bolt and pull plate.

For wide area pulls where exceptional gripping power is needed, the 4" clamp is recommended. Its specially designed teeth reportedly grip the metal tighter as force is exerted. Clamp will not slip or slide, it was claimed, and is quickly set up with one wrench. The smaller one is said to be ideal for pulls in small openings or for gripping narrow edges.

Want more info? Use coupon on page 101 and you will get it!



**Now!** crowned  
and burnished  
*Tungsten Contacts*



*Now, for the first time, both advantages!*

*Crowned and Burnished Tungsten on bracket; Flat and Burnished Tungsten on arm give you these advantages—*

- Break-in without excessive oxidation
- Self-alignment of Tungsten faces

*These Echlin Extras assure top performance and longer Contact life!*



**ECHLIN** *Ignition*

THE ECHLIN MANUFACTURING COMPANY • BRANFORD, CONN.  
UNITED PARTS DIVISION • CHICAGO, ILL.  
ECHLIN-UNITED OF CANADA LTD., TORONTO

**WORLD'S LARGEST INDEPENDENT IGNITION PARTS MANUFACTURER...and still growing!**



Shown here at the signing of the franchise that made Bailey-Roberts Motors of North Little Rock, Ark., a Rambler dealership are (l. to r.): M. A. Saunders, Southern regional manager of American Motors; D. E. Roberts, president of the dealership, and C. C. Daley, Memphis zone manager. Secretary-treasurer of the firm is Frank A. Bailey. Plans call for new facilities for the company, which now has a four-car showroom.

## Louisianans Air Inspection Law

A DISCUSSION by Lt. Ramon P. BonEnfant of the Louisiana motor vehicle inspection law (to become effective Jan. 1), its background, requirements and regulation highlighted the seventh annual meeting of the Automotive Wholesalers' Association of Louisiana in New Orleans last month.

G. C. Morris of Austin, executive director of the Automotive Wholesalers of Texas, discussed the acceptance of the Texas motor vehicle inspection law, in operation for some years.

Other speakers scheduled on the program included H. C. "Skip" Stivers, director of replacement sales of The AP Parts Corp., Toledo, Ohio; Ed L. Lee of New York, executive secretary of Automotive Affiliated Representatives, and Leonard Connert of Piston Ring Service, New Orleans, a past president of the Automotive Engine Rebuilders Association.

Gene Wall of Dimmick Supply Co., Lake Charles, La., was scheduled to speak, as was J. A. Leyendecker, assistant sales manager of Bruce Dodson & Co. Charles E. Cullen of Charlotte, N. C., was to address the annual banquet.

## Borg-Warner Acquires Brummer Seal Co.

BRUMMER Seal Co. of Chicago Heights, Ill., manufacturer of a line of mechanical seals for automotive engines, water pumps and other applications, has been acquired by the Spring Division of Borg-Warner Corp., according to R. C. Ingersoll and R. S. Ingersoll, chairman and president, respectively, of Borg-Warner.

Purchased for an undisclosed sum, the seal company will be known as the Brummer Seal Division of Borg-Warner Corp., but will be operated as part of the Spring Division, and will be managed by officials of that division headed by Arthur J. Welch, president and general manager.

"Give me a cold night and this assortment of heater parts to curl up with!"

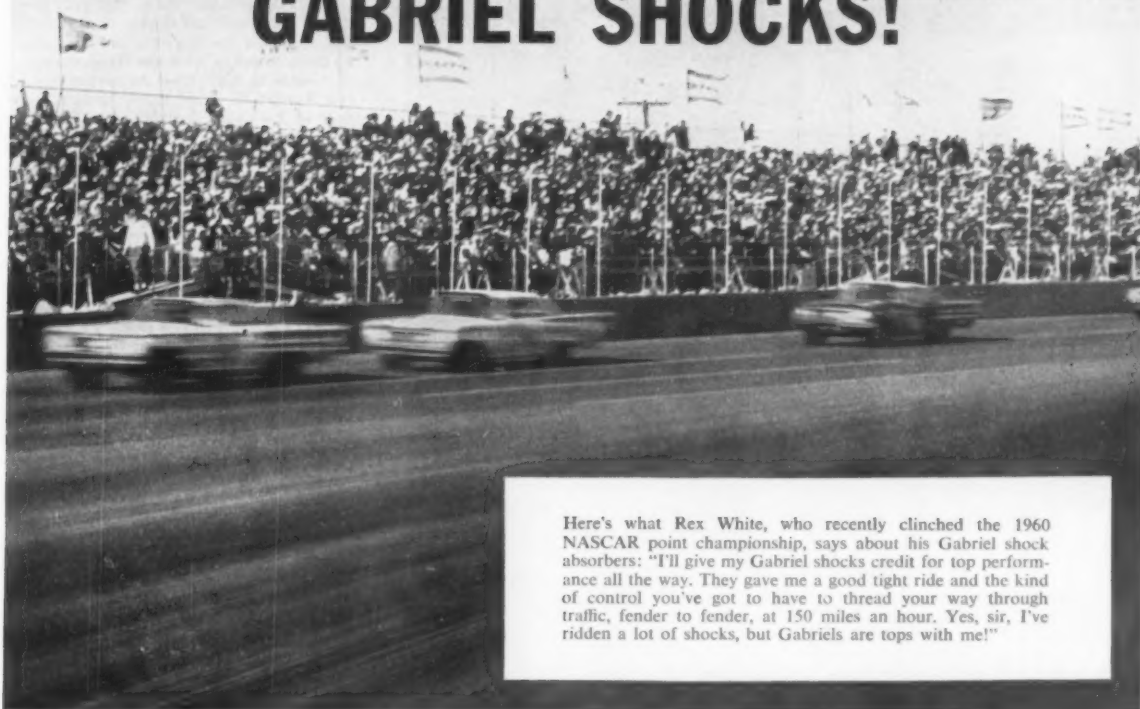
Don't lose those profitable heater parts sales! Keep the right replacement part always *on hand* with this colorful Everhot Display Assortment containing the 26 Heater Parts most generally needed! Display Assortment **No. H6800** saves you plenty of time and headaches. You don't even have to consult your price list—the part number and list price are printed under each part! You make \$13.65 plus installation profits. Order from your Everhot jobber today!



**EVERHOT PRODUCTS COMPANY**

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Chicago 12, Illinois

# NASCAR\* CHAMP ACCLAIMS GABRIEL SHOCKS!



Here's what Rex White, who recently clinched the 1960 NASCAR point championship, says about his Gabriel shock absorbers: "I'll give my Gabriel shocks credit for top performance all the way. They gave me a good tight ride and the kind of control you've got to have to thread your way through traffic, fender to fender, at 150 miles an hour. Yes, sir, I've ridden a lot of shocks, but Gabriels are tops with me!"

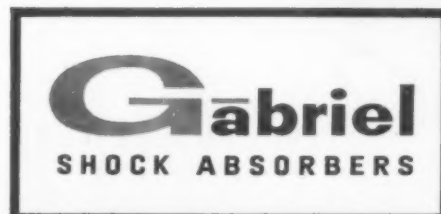


**REX WHITE, 1960 STOCK CAR  
TITLE HOLDER, GIVES HIS  
GABRIELS CREDIT FOR "TOP  
PERFORMANCE ALL THE WAY!"**



That's high praise from a high source! And remember: Rex White was not driving an Indianapolis-type car, with special racing equipment. He was driving a stock car, using standard equipment . . . the same rugged Gabriel shocks you can offer your customers. Be sure to tell those customers about Gabriel's proven superiority . . . and remind them to get ready for treacherous winter driving *now* with a Gabriel safety checkup.

\*National Association for Stock Car Auto Racing



**THE GABRIEL COMPANY • Cleveland 15, Ohio**



Ross Lakeland Motors, Inc., has opened for business in this attractive building on West Memorial Blvd., main expressway into Lakeland, Fla. Situated in the middle of an orange grove, the new building measures 200 feet across the front and extends 278 feet deep on the service department side. Service facilities include nine stalls and three lifts. Directing the company are William R. Ross, formerly with the Volkswagen dealership in Key West for five years, and Howard M. Rely, former zone manager in the sales department of Brundage Motors, Inc., VW distributor for Florida, Georgia and South Carolina.

# Faster Warm-up with AUTOSTAT® Winterstats

Change that 'stat! Make thermostat inspection a vital part of every winterizing job . . . and tell customers the *faster warm-up* they get on cold mornings with Autostat Hi-Temp Winterstats. This balanced Power Pill® self-cleaning thermostat peps up engine performance for all-round smoother running.

Easy to sell . . . easy to change . . . and an easy profit to pocket!

And easiest of all to stock: just 4 models of the Autostat Thermostat cover 95% of all cars on the road today!

## Robertshaw

Robertshaw-Fulton Controls Company



**FULTON  
SYLPHON  
DIVISION**

Knoxville 1, Tennessee

### Carmichael of Associates Quits College Post

**O**LIVER C. Carmichael, Jr., chairman of the board of Associates Investment Co. and of the First Bank and Trust Co. of South Bend, Ind., has resigned the presidency of Converse College, Spartanburg, S. C.

Carmichael had held all three positions since April 1960 when he assumed the chairmanship of Associates and First Bank. According to a company spokesman, he severed his connection with Converse College in order to devote full-time duties to the two other organizations.

### St. Louis Body Honors Secretary Fay Hahn

**F**AY Hahn, secretary of the Greater St. Louis Automotive Association, was honored recently for 40 years of service by a surprise dinner at which she was presented a diamond and platinum watch, cash and a special scroll signed by 85 members.

Miss Hahn joined the association as a stenographer in August 1920. It was her first job upon completing school. A number of promotions led to her present position.

Ben Lindenbusch is president of the group.

### Ford's Net Income Drops by 6.8%

**F**ORD Motor Co.'s consolidated net income for the first nine months of this year was \$316,200,000—6.8% less than the \$339,100,000 earned in the first nine months of 1959, President Henry Ford, II, announced.

Consolidated sales in the first nine months of 1960 were \$3,862,900,000—3.2% less than the \$3,991,200,000 sales in the comparable period last year. Consolidated net income this year was equivalent to 8.2% of sales, compared with 8.5% in 1959.



the quality of



**BRAKE PARTS**  
*shows up at  
every stop!*



Preference for EIS — The Brake Parts Line — is based on proved advantages. EIS Brake Parts build your reputation for top-quality replacements! EIS Brake Parts are built to rigid specifications, thoroughly inspected, packaged in easy-to-read cartons and described in quick-reference catalogs! Add the EIS reputation for fast delivery from any one of 36 strategically located warehouses and, sure as stopping, the profits in EIS Brake Parts have got to show up in every sale—in every job!



## Compacts May Produce Reduced Gas Sales

**G**ASOLINE sales by 1965 will be 3.3 billion gallons fewer because of the less-gas-hungry compact cars, tax collectors were told at a meeting in Chicago Oct. 25.

Members of the North American Gasoline Tax Conference were told \$330 million a year, or seven per cent less than might have been expected, will not be going into federal and state treasuries by 1965. The speaker was Frederick B. Hufnagel, Jr., assistant to Sun Oil Co.'s marketing vice president.

Compact cars that lessen the impact of high gasoline taxes for motorists are the reason, Hufnagel declared.

"Standard size" automobiles reached their numerical peak in 1959 and have been falling off in production since then, said Hufnagel. He predicted that by 1963 one-half of domestic automobile production, or about 3,125,000 units, will be of the compact size.

### Compact Percentage to Rise

From then on, the speaker said, the relative proportion of compacts to standards will increase in the expected total of almost 73,000,000 passenger cars registered in the United States by the close of 1956.

His study of the situation showed, said Hufnagel, that 3.3 billion fewer gallons would be sold by 1965. At a national average of ten cents a gallon in federal and state tax, he pointed out that there would be \$330,000,000 less in taxes to be collected.

As a current indicator of declining sales, Hufnagel said Indiana, New Jersey and North Carolina had reported spot month tax collections in 1960 below comparable 1959 months.

"Admittedly," he said, "a single low month does not constitute proof positive—but it can be a danger signal."

"Some state highway department members, contractors and politicians," said Hufnagel, "will say that if revenues decline the only logical solution is to push gasoline taxes still higher."

This is not the solution, he declared.

"Now we have the compact car reducing our gas tax revenue. Tomorrow there may well be the compact-compact."

To check the trend toward smaller and smaller automobiles, Hufnagel recommended that a beginning be made by repealing the latest temporary one cent per gallon tax.

## Emergency Needs Confront 1 of 900 on Turnpike

**O**NE car in every 900 that travels the New York state thruway experiences mechanical trouble requiring emergency service. Other high-speed turnpikes report comparable ratios.

In 1959, when nearly 62,000,000 vehicles used the thruway, service personnel and state police responded to 68,350 emergency calls. The leading cause was tire trouble, which was responsible for one-

fourth of the calls. Next were motorists who ran out of gas—almost 15,000.

(Nationwide, the American Automobile Association reports most calls come from motorists having battery or electrical system failures. These accounted for one-fourth of the 61,000,000 calls reported by 20,000 AAA service garages. Tire trouble ran a close second).

The New York thruway, surprisingly, reported that last year 1,225 motorists actually ran out of oil and needed emergency help.

# FREE! A gift for your wife

- Elegant William Rogers plated silverware in a handsome tarnish-proof chest . . . the ideal Christmas gift or Anniversary present!
- Garages, service stations and dealers get a FREE place setting with each MOOG Shock Assortment #44. Just mail coupon packed inside. With your 5th order, you also get the chest FREE!
- Start now and have a complete service in time for Christmas. 1 out of 2 cars driving into your shop needs new shocks . . . and each Assortment #44 contains 8 pairs of our fastest sellers!





New officers of the Independent Garage Owners of Georgia, elected at the recent annual convention at Savannah, are (l. to r.): C. L. "Red" Salyer of Atlanta, president, succeeding Howard Vlar of Savannah; H. H. Williamson of LaGrange and Jim Tatum of Waycross, vice presidents; Ross Bradley of Cartersville, secretary, and E. G. Lewis of Albany, treasurer. C. D. Bedenbaugh of Atlanta is executive secretary. Approximately 40 attended the meeting. The 1961 convention will be held next October at Callaway Gardens, near LaGrange. Principal speaker at this year's meeting was Henry S. Clark of Atlanta, executive director of Georgia Automotive Wholesalers Association.

## with MOOG Shock Absorbers

MOOG Commander (Standard)

MOOG Shock Buoy (Heavy-Duty)

### MOOG's modern Fluid-on-the-Frame design ends shock absorber "fade"

Ordinary old-type shock absorbers have the fluid chamber mounted down on the axle where it gets the same bumpy ride as the wheel. This "egg-beater action" can quickly turn the fluid into foam . . . which slides through the valves too easily, defeating the purpose of the shock absorbers. Riding comfort and steering control gradually "fade" away.

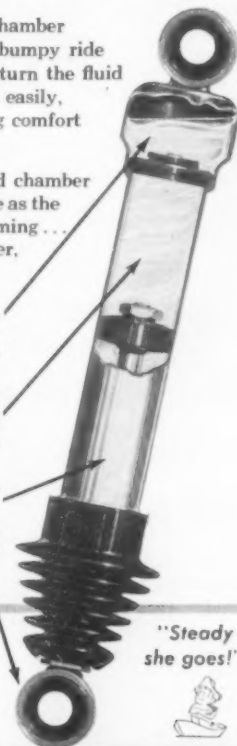
But the new MOOG Shock Absorbers have the fluid chamber mounted up on the frame. It gets the same smooth ride as the passengers . . . "steady as she goes!" Reduces fluid foaming . . . ends shock absorber "fade." Passengers enjoy a safer, more comfortable ride.

**SAFETY RESERVOIR** keeps air bubbles out of the shock absorber fluid, further reducing foaming. Surplus fluid in the reservoir also means longer shock life.

**EXTRA-LARGE OPERATING BORE** in both MOOG shocks . . . a full  $\frac{1}{4}$ " larger than comparably priced models. And the bigger the bore, the better the shock!

**TWIN "WIPE-DRY" SEALS** provide double protection. Less fluid loss . . . longer shock life!

**TRIPLE-WELDED MOUNTS** are 50% stronger than conventional-welded mounts . . . cut down costly comebacks due to broken welds.



#### ASK FOR A DEMONSTRATION

Your MOOG jobber can explain MOOG's Fluid-on-the-Frame construction and other design advantages to you in a matter of minutes with this unique demonstration case. Gives you a part-by-part comparison with other shocks. You can see for yourself why MOOG is best. Call your MOOG jobber today!



MOOG INDUSTRIES, INC.

St. Louis 33, Missouri

**MOOG MEANS MORE UNDER-CAR BUSINESS**

**MOOG**  
UNDER-CAR PARTS

### Studebaker Profits Sag Sharply

**D**URING the first nine months of 1960 Studebaker-Packard Corp. sales totaled \$241,397,577 as against \$284,909,940 during the same period last year, while net profit for the period this year was \$104,786, compared with \$15,473,060 for the first nine months of 1959.

The third quarter sales totaled \$63,345,441, a decline from \$75,093,169 during the comparable period last year, to reflect an operating deficit of \$3,254,799 for the third quarter. Earnings for the first six months of 1960 were \$3,359,585.

Board Chairman Clarence Francis said the decline in third quarter earnings was the result of a lower level of automobile sales, coupled with heavy model changeover costs for 1961 production.

### IKE'S ALERT GUARDS

Robert K. Gray, secretary to President Eisenhower's cabinet, told in his address to the Automotive Wholesalers of Texas (see page 136B) in Houston how, when he first went to work at the White House, he was flattered by the conduct of FBI men on guard there. When making his way around the White House he observed that at his approach, the FBI man on duty always stood up until Gray had passed.

"So I said to myself: 'Gray, you've got it made. You're somebody. Here you are at the most famous address in the world and every time you pass the FBI man on duty stands at attention.'"

"My ego flourished and thrived on that thought for a week or so," Gray continued, "until I learned that when the FBI man is uncertain about the identity of anyone approaching, he stands up because, from that position, he can draw faster."



## TIME SAVERS

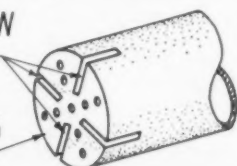
### To Reduce Slag Cleaning In Oxyacetylene Welding

SINCE our work with heavy farm equipment involves considerable oxyacetylene welding, we find this procedure very useful on the cutting tip since it reduces the time required for cleaning the slag from the preheat holes:

Hacksaw a 45° slot between the preheat holes almost to the oxygen hole, making the slot 1/8" deep at the outside edges on the burner

HACKSAW  
SLOTS

CUTTING  
TIP



face. This is especially helpful in making the starter hole in thick steel plate because when the slag blows back as the oxygen is turned on, it travels up these slots and doesn't plug up the preheat holes. The slag is also easier to remove from the tip.—Stanley Clark Service, Box 2162, East Bradenton, Florida.

### Disengaging the Bendix Without a Buffer

WHILE reading the September issue of SOUTHERN AUTOMOTIVE JOURNAL, I noticed the Time Saver on disengaging the Bendix drive on the Ford starter. The idea of holding the Bendix gear on the buffer is good and I have been doing this since 1949.

However, I have had trouble with the Bendix going into the drive position when I had no buffer wheel. I found that wrapping the Bendix drive with wrapping twine about 12 or 14 turns will send or return it.—C. Whitehead, 2910 W. Wilder, Tampa 3, Florida.

### Repairing Reverse Button On Valiant Cars

SOMETIMES we have a complaint that the reverse button on the 1960 Valiant's three-speed automatic transmission will not push in. Investigation discloses the reverse lock-out valve sticking.

To repair: Drain transmission oil pan and remove. Also remove two screws that hold valve in place and with a piece of crocus cloth clean

## NEW WAY TO STOP REAR-WHEEL OIL LEAK IN MINUTES

...without removing original bearing

## CHAMP ITEMS REAR WHEEL OIL SEALS

Three-step installation takes minutes per wheel! Stops serious oil leakage, backs-up new bearings, guards against future leaks.

No. 349 '55 - 56 Chevrolet

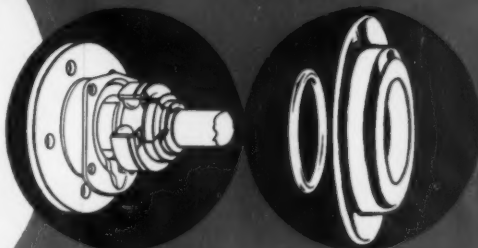
350 '57 - 60 Chevrolet

351 '56 - 58 Pontiac

352 '56 - 60 Buick

353 Cadillac, Oldsmobile, Pontiac, Packard, Lincoln, Continental, Edsel, Mercury, Ford wagons & 1/2-ton trucks.

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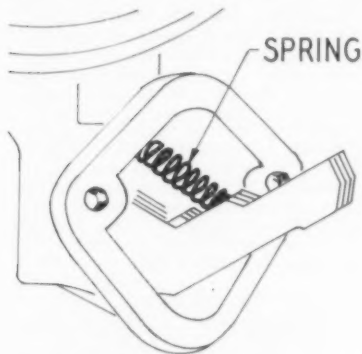
will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga. Rejections cannot be returned.

up or free up valve, checking for free movement. Replace valve, pan and oil. I found this one the hard way. It has not been in a service bulletin yet.—William M. Knight, New Car Service Department, Marion Burnside & Sons, Columbia, South Carolina.

### Curing Clicking Noise On 1957-58 Chevs

A CLICKING noise heard in 1957-58 eight-cylinder Chevrolets with hydraulic valve lifters is sometimes mistaken for a lifter. However, a check on the lifters reveals all working fine.

The trouble when located proves to be a broken spring on the fuel



pump. Replacing the fuel pump or spring will eliminate the noise.—James L. Martin, Pettit Motor Company, Hartshorne, Oklahoma.

### To Remedy Stuck Choke On Ford Carburetors

SOME of the later-model Ford products are equipped with carburetors on which the chokes stick so tightly in the air horn that they

must be forcibly released. Here is our remedy:

Remove the choke valve from air horn and place it on a flat metal surface. Hold a well-squared 3/16 punch on the short edge of valve and strike it a sharp blow with a hammer. This will indent the edge of the valve and make a small projection beyond the normal edge. Make two of these indentations at an equal distance apart and reassemble valve to air horn. The two small projections will prevent the entire edge of the valve from touch-

ing and eliminate the sticking.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

### Correcting the Trouble In Mercury Fuel Pump

THE larger engines on the 1959 Mercurys (383-430 cubic inch) have the fuel pump situated at the front of the engine near the distributor, and they are, of course, operated by a push rod which bears on the camshaft. On the lower end of the push rod is a bronze tip about 1/8"

## Any DON'T MISS A MUFFLER SALES!

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Now the first with PROTECTALOY, the long wearing alloy coated steel.

#### MUFFLERS FOR BRITISH & CONTINENTAL CARS

American made mufflers fitting 30 makes of British and continental cars. 116 mufflers to fit over 140 models from 1948 to 1960.

Ask your Haviland distributor for your FREE Dealer's Sales Kick-off Kit of muffler merchandising aids, or for further information.

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thick which serves as a noise deadener.

Occasionally the bronze tip separates from the rod and falls off, making the rod too short for proper pump operation. Diagnosis seems to indicate a defective pump but another pump does not cure the trouble. The case can be puzzling, since the lift of the push rod checks okay except for the fact that it starts too low and consequently cannot raise the pump arm sufficiently. The quickest repair is to knock out the plug over push rod—which can be

done easily with pump removed—and lift out the push rod. If the bronze tip is missing, replace the rod and the trouble will be corrected—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

### Adjusting Air Vents On 1960 Valiants

**I**N MOST cases the fresh air vents on the 1960 Valiants are difficult to open and close. Although they have an adjustment up and down, it is not sufficient, and a correction

can be made in this way:

Remove the two ¼" screws that hold the vent lever securely and place the lever in a vise. Put about 15° more bend in the short arm that is already bent. In other words, shorten the short arm. This is a sure cure and one that will make the buyer happy.—*William M. Knight, New Car Service Department, Marion Burnside & Sons, Columbia, South Carolina.*

### Solving Snapping Sound On Plymouth, Valiant

**P**LYMOUTH and Valiant have issued the following service bulletin:

A snapping or popping sound may occur on a 1960 Plymouth six-cylinder or Valiant engine when a hot engine is allowed to cool. This condition is caused by movement of the manifolds at the intake-to-exhaust manifold gasket due to heat expansion.

A new improved intake-to-exhaust manifold gasket, part No. 2206120, has been released which has two additional anchoring tabs. This new gasket should be used for replacement when necessary.

A thin coating of lead plate, part No. 2275437 (one-pound can), should be applied to each side of the gasket. This lead coating material allows movement of the manifolds without mislocation of the gasket.

Promotion of Donald W. Merrick (shown here) to plant manager of Ford Division's Norfolk (Va.) assembly plant, succeeding G. L. Lemoine, who will retire in December, has been announced by J. O. Wright, company vice president and division general manager. Merrick joined Ford in 1946 at Dearborn, Mich. In 1957 he was named planning and engineering manager at the Louisville, Ky., assembly plant and in 1958 was appointed to his most recent position of plant manager of the assembly plant in Mahwah, N. J.



### When the true story is told simply

you know when you should sell  
a battery—or sell a charge... both are done  
almost automatically with the



It will pay you to ask for further information and a demonstration  
**CHRISTIE ELECTRIC CORP.** 3410 West 67th St., Los Angeles 43, Calif.  
**CHRISTIE CONSISTENT HIGH QUALITY** is undisputed in the field.  
It has been amply proven through 30 years of Battery Charger manufacturing.

Sometimes Norton Hargis, owner of Norton Hargis Garage, San Antonio, Texas, doesn't know whether he is coming or going! The back of his "Siamese-twin" vehicle looks like the front and the front also looks like the front. The car can only travel in one direction, of course, except when it is in reverse. To carry out his idea for a two-headed car—which he dreamed up just for fun—Hargis used two 1954 Pontiacs. It was necessary to lengthen the frame and install a short shaft in the drive line.

## Ford's Atlanta Plant Will Build Falcons

FORD Division's Atlanta, Ga., assembly plant will begin producing Falcons on Dec. 12, bringing to five the number of plants which will turn out the compact. The Kansas City plant is among that number.

Scheduled to produce about 200 Falcons daily, the Atlanta facility will continue production of standard Ford cars in all models.

Continued demand led to the division's decision to assemble the Falcon in Atlanta to meet the growing Southern market. The small car completed its first full year on the market Oct. 7 with total deliveries of 425,000 units—a first-year sales record unequalled by any other make in history.

## Walter M. Boyette Dies In Montgomery, Ala.

WALTER M. Boyette, Sr., 56, operator of Boyette's Garage in Montgomery and president of the Independent Garage Owners of Alabama, died last month of a heart attack.

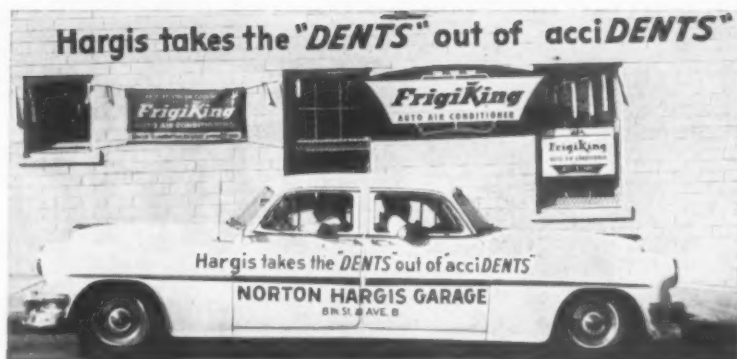
Boyette, who had been in the automotive repair business for 30 years, is survived by his wife and two sons, Walter M., Jr., and William T. "Billy" Boyette. His sons will continue to operate the business with the same "We Never Close" slogan.

## When Lifting '61 Buicks Watch for This

ALL of the 1961 Buicks may be raised by engaging the rear axle, front control lower arm or front cross member.

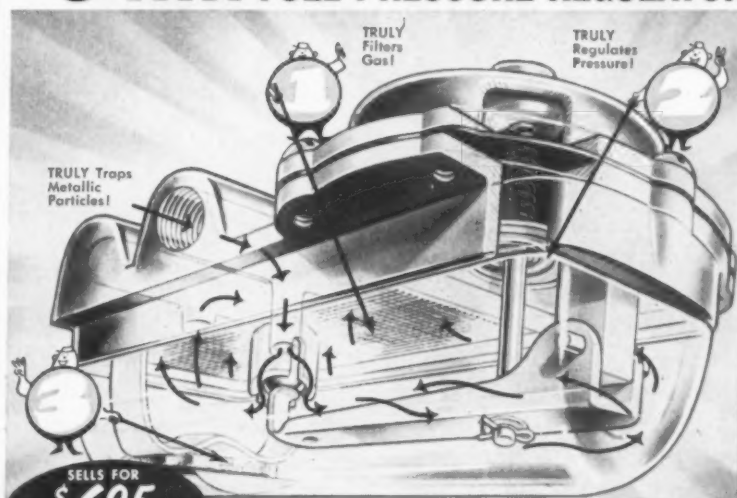
Buick Division has issued this caution, however:

When lifting by the front lower control arm, the lifting pad must be situated so that it does not contact the steering arm or linkage as damage will result to these parts.



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## 3 WAY FUEL PRESSURE REGULATOR



SELLS FOR  
**\$6.95**  
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**INCREASE TUNE UP PROFITS**  
and give your customers these **EXTRA BENEFITS:**

- ★ UP TO 20% SAVINGS ON GAS!
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- ★ SMOOTHER ENGINE PERFORMANCE AT ALL SPEEDS!
- ★ EASIER STARTING—SMOOTHER ACCELERATION!
- ★ REDUCED ENGINE WEAR!

Milesmaster Fuel Pressure Regulators are available for both U.S. and Foreign made cars. The new Redi-Fit Kit contains all of the parts and fittings you need for quick, easy installation.

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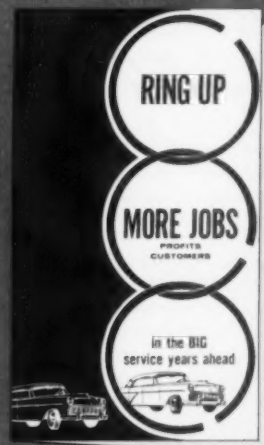
## MAJOR OVERHAUL TO INCREASE 20% SEE GOOD PROFITS IN RE-RING JOBS!

Everywhere, USA—Automotive shops throughout the country are looking forward to a profitable increase in major engine overhauls during the years ahead. The incidence of engine overhaul is on the increase. To help the service shop cash in on this increase, a new, informative brochure, "Ring Up More Jobs," has been published by Muskegon Piston Ring Company, Muskegon, Michigan. Available to shop operators on request or through Muskegon jobbers, the brochure points out that engine overhauls will increase at least 20 per cent in 1960.

The figures are based on the established fact that 70 per cent of all automobiles four to eight years old go into shops for major engine work. With car prices reaching new highs, many owners are making their present cars do longer. Yet, they demand power and performance to which they have become accustomed. 7 out of every 10 cars need new piston rings now. As operating economy goes down, they put their cars in the shop for re-ring jobs rather than take the plunge on a new model.

Shop operators like it. They know that every re-ring job also results in needed replacement of other engine parts, such as bearings, valves, pistons, rods, gaskets, etc. Historically, for every dollar of piston rings sold another three is spent for related parts! Re-ringing is profitable business! To make it even more profitable, Muskegon Piston Ring Company has simplified ring set selection with "ENGINE-DATED" piston ring sets. The best combination of piston rings ever developed for the particular engine is contained in the "ENGINE-DATED" package, together with complete and clear installation instructions, and with the rings protected in separate envelopes that are color-coded to indicate exactly which piston grooves they go into.

And they bring savings of time, trouble, responsibility and money to shop operators everywhere. The brochure "Ring Up More Jobs," tells the profit-making facts. Muskegon Piston Ring Company, Muskegon, Michigan, or Muskegon jobbers, will supply copies on request.



Write for new brochure!



with  
Muskegon  
"ENGINE-  
DATED"  
piston ring sets



"ENGINE-DATED" means simply the best combination of piston rings ever developed for a particular engine . . . a set that assures top engine performance and customer satisfaction for every installation. And, the economies accomplished by Muskegon distribution of "ENGINE-DATED" sets mean added savings which are passed on to you and your customer. Get all the profit-making facts from the free brochure, "Ring Up More Jobs." Request yours from your Muskegon jobber or write direct today!



Muskegon Piston Ring Company,  
Muskegon, Michigan

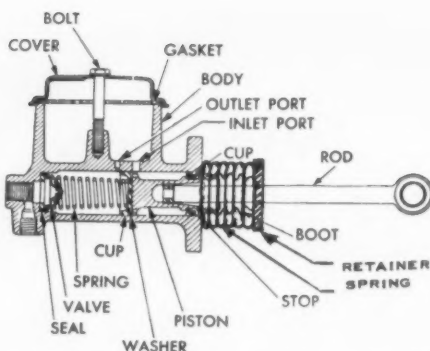
**AFFILIATES:**  
SPARTA FOUNDRY CO  
SPARTA, MICHIGAN  
ROTARY SEAL DIVISION  
SPARTA, MICHIGAN  
AND CHICAGO

## To Get Quicker Return On Dodge Brake Pedal

**D**ODGE Division has suggested that in instances where a quicker return action of the brake pedal is desired on cars equipped with manual brakes, that a brake pedal return spring and retainer be installed. These parts are now available from the regular source of MoPar parts (No. 2260709 for retainer and No. 2260710 for the return spring).

The installation procedure is:

1.—Disconnect push rod at brake



pedal.

2.—Install spring on master cylinder push rod (see illustration).

3.—Insert retainer into push rod sealing boot groove.

4.—Reassemble push rod to brake pedal.

**Caution:** Under no circumstances should a pull back spring be installed as this may cause the push rod to be pulled out of the master cylinder.

## ★★★ A REAL DEAL FOR DEALERS ★★★

**10 FREE CLAMPS!**  
(Value \$3.50)



THE NEW **Hy-Gear**

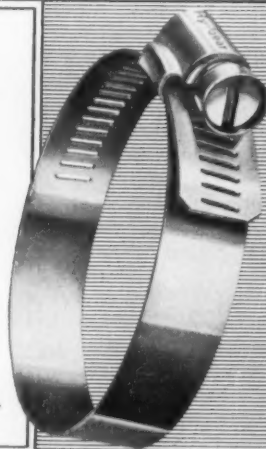
**BONUS-PAK**

**FREE CLAMPS! EXTRA PROFIT!**

That's Ideal's new Hy-Gear Bonus-Pak! Contains 110 Hy-Gear hose clamps in the five fastest moving sizes—You pay for 100—get 10 more free—for \$3.50 extra profit.

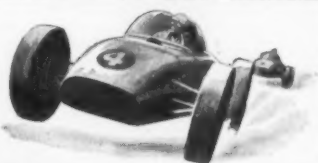
**NO CATCH—NO CLINKERS**—Just the assortment you need for brisk seasonal sales.

**Hurry!**—Bonus deal for limited time only.  
Contact your Jobber now!



## Hy-Gear the Champions hose clamp

For seven straight years Ideal Hy-Gear hose clamps have been on every car at the Indianapolis Speedway. Torture-tested over a grueling 500 mile course, you have proof positive that when you sell Hy-Gear you sell quality.



## Diesel Group Moves To Kansas City

**H**HEADQUARTERS and executive offices of the Association of Diesel Specialists have been moved from Wilmington, Calif., to 633 E. 63rd St., Kansas City 10, Mo., according to H. B. Sirotek, president of the association and of Illinois Auto Electric Co. in Chicago.

Martin Fromm of Martin Fromm & Associates, Kansas City, has been appointed executive director. Dwight H. Barrett is administrative assistant.

Officers include M. A. Gerhardt of Gerhardt's, Inc., New Orleans, La., who is vice president.

The association's next convention will be held in San Antonio Feb. 16-19. Subsequent meetings will be held in Minneapolis, Sept. 14-17, 1961, and in New Orleans Feb. 15-18, 1962.

## Renault Facility Opens In Kansas City

**R**ENAUULT of America, Inc., recently-formed subsidiary of Renault, Inc., representing a consolidation of facilities formerly situated in Denver, Chicago, New Orleans and Pensacola, Fla., last month opened headquarters in Kansas City.

The operation will distribute Renault vehicles and parts to dealers in a 15-state area from the Canadian border on the north to the Gulf Coast on the South, officials said, and will work to improve service throughout the Mid-America region where 156 dealers are currently situated.

Maurice Bosquet, president of the parent firm and the subsidiary, said the new facility should strengthen the company's position in the U.S.

**There's seven bucks awaiting every original shop idea you have. See page 128.**



Top: Byron J. Nichols  
Center: M. C. Patterson  
Bottom: E. C. Quinn

### Nichols Heads Up Dodge As Patterson Retires

**B**YRON J. Nichols, who used to like to tinker with cars as a boy in Dallas, Beaumont and Houston, is the new general manager of Dodge Division.

Group vice president—automotive sales for Chrysler Corp. since April 1958, Nichols on Nov. 1 succeeded M. C. Patterson, who requested retirement after nearly 40 years' service with Dodge. Nichols was manager at Atlanta for De Soto less than ten years ago.

The staff functions of the group vice president for automotive sales have been consolidated under E. C.

Quinn, the company's vice president—sales divisions.

### Spell Out 12,000 Warranty NADA Asks Factories

**S**PELL out what you mean by the newly announced 12,000-mile or 12-month new-car warranty, directors of the National Automobile Dealers Association asked the car manufacturers last month.

There are "numerous misconceptions" on the public's part as to what the warranty provides in parts re-

placement, repair and maintenance, and the headaches can pile high for the dealers if these details are not clarified immediately, the 22,000-member association pointed out in a resolution.

Buyers do not understand the warranty applies only to the workmanship, performance and the parts assembled at the factory level which may subsequently prove defective and require replacement, it was pointed out.

Factories were asked to run clarifying ads.



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With the "EXTRAS" that give you  
A BIG SELLING EDGE  
on competition!

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### DUPLI-COLOR TOUCH-UP

Top quality, fast drying lacquer. Brush in cap for quick touch-up. Economical. Leaves no brush marks. Cap color of contents.

RETAIL FAIR TRADE PRICE 59c 3 FOR \$1.65



### DUPLI-COLOR AUTO SPRAY

TOUCH UP BY PUSH-BUTTON! Finest lacquer-enamel in 4-color litho cans. Lowest list price.

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Sealed With Tamperproof SPR-LOK

DUPLICATES ORIGINAL CAR COLOR

### NEW! DUPLI-COLOR AEROSOL SPECIALTIES... Sealed with SPR-LOK



### DUPLI-COLOR SPRAY

LACQUER • ENAMEL

Beautiful decorator colors in enamels and lacquers. New, eye-catching litho cans. Clog-proof spray head. Fast drying.

Self-service merchandisers for every need

RETAIL FAIR TRADE PRICES  
16 oz. \$1.79  
12 oz. \$1.49  
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WITH RUSTLON  
Stops and prevents rust!



TAMPERPROOF SPR-LOK INSURES FULL MEASURE  
A mechanical locking device to prevent accidental or intentional spraying before sale!

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Top: President Boulton  
Bottom: Secretary Robert E. Lee

## Oklahoman Bill Boulton Heads Up Rebuilders

**A**N OKLAHOMAN succeeded a Tennessean as president of the Automotive Parts Rebuilders Association at the 14th annual trade show and convention held Oct. 9-12 at Chicago's Conrad Hilton Hotel.

J. W. "Bill" Boulton, Jr., of Unit Parts Co., Oklahoma City, moved up from the vice presidency, replacing R. R. "Dick" Neil, Jr., of Neil Parts Rebuilders, Nashville.

Other new officers are Stanley Peterson of Armature Rewinding Co., Minneapolis, first vice president; Charles R. Hicks of Accurate Parts, Inc., Kokomo, Ind., second vice president; Don Westling of Westling Mfg. Co., Minneapolis, third vice president; Robert E. Lee of Central States Sales, Hutchinson, Kan., secretary, and William J. Skamarak of General Armature & Mfg. Co., Lock Haven, Pa., treasurer. Nathan M. Roberts of Chicago is the executive director.

Directors include Lewis Lee of Fred Jones Mfg. Co., Oklahoma City; Paul Cottrill of Cottrill & Wideman Parts Rebuilders, St. Louis, Mo.; Raymond A. Broach of Rayloc, Inc., Atlanta, Ga., and John Morrison of Auto Equipment Co., Washington, D.C.



Robertshaw Thermostat Division's new \$4,000,000 manufacturing plant (as seen from the air looking west) is situated 28 miles east of Pittsburgh on the Pennsylvania Turnpike, which runs to right of picture. Main entrance is immediately in front of visitor's parking circle (center, right). The facility consolidates under one roof the Robertshaw-Fulton operations previously situated in three areas. The plant actually covers seven and one-half of the 267 acres of land purchased, and provides 360,000 square feet of working space. Of the total, 284,000 square feet is in the manufacturing area.

Convention speakers included U.S. Senator Homer E. Capehart of Indiana; James C. "Jimmy" Parker of Sharp Automotive Supply, Chattanooga, Tenn., who spoke on "What We Should Realize about Channels of Distribution in the Automotive Aftermarket"; Ira Saks of Cleveland, Ohio, chairman of the industry-wide committee to eliminate discriminatory excise taxes.

## McCurry and Letscher Go Up at Chrysler

**R**OBERT B. McCurry, Jr., has been appointed general sales manager of the Plymouth-De Soto-Valiant Division of Chrysler Corp., and Edward P. Letscher is now director of Dealer Enterprise—marketing services in the corporate automotive sales group.

A Chrysler sales executive for ten years, McCurry was director of Dealer Enterprise earlier this year. Letscher has held important sales posts with the Plymouth and Dodge Divisions since he became associated with the corporation in 1945. At one time he was a regional manager in Greensboro, N. C.

## Seven at Tidewater Firm Join "Old Timer's"

**S**EVEN employees of Morse-Parker Motor Supply, Inc., Portsmouth, Va., recently admitted to the company's "Old Timer's Club" by reason of ten years' service, were:

Mrs. Nina Seager, Mrs. Mary Wimberly, Mrs. Mary Deloach, Mrs. Mary Clendenin, Kenneth H. Lamb, Carlton Murphey and Robert C. Cuthrell.

Of the company's 40 employees,

over half are members of the club, according to President W. W. Morse, who said that his firm is the oldest automotive jobber in that section of the state. Organized in 1919, the concern operates only one store.

## '61 Trucks Exceed Million

More than a million trucks were produced in the United States the first ten months of this year, according to the Automobile Manufacturers Association. Total vehicle output by Oct. 22 was 6,406,496, including 5,402,231 passenger cars.

Thomas W. McKinley of Memphis, Tenn., has been named territory manager for The Columbus Parts Corp., a subsidiary of The AP Parts Corp., in Georgia, Florida and the trading area of Chattanooga, Tenn. A veteran of over a quarter of a century in the sales field, McKinley most recently was regional manager for C. E. Niehoff Co. of Chicago. Earlier he was with Federal-Mogul Service in Memphis and Toledo Steel Products Co.





Double-  
barreled  
truck  
profit  
opportunity  
for dealers:

# 2 TOTALLY DIFFERENT TYPES OF CHEVY TRUCKS FOR '61!



**REAR-ENGINE CORVAIR 95's**—Here's the newest thing in moving loads since the horse went out of style! Three Corvair 95 models—two pickups and a panel—have joined Chevy's '61 fleet, each one with more load space than a conventional half-tonner. Yet they measure more than two feet shorter from bumper to bumper! Corvair 95's feature an air-cooled engine in the rear; 4-wheel independent suspension; integral body-frame construction; nearly fifty-fifty weight distribution front and rear, loaded or unloaded; enough capacity to handle up to 1,900 pounds of payload on a nimble 95-inch wheelbase!



**TORSION-SPRING '61 CHEVROLETS**—They're the latest editions of the trucks that revolutionized trucking with their load-saving, road-paving independent front suspension. Torsion-spring trucks proved worth more because they work more! With these two totally different types of trucks for '61, Chevrolet dealers have more models to offer, more ways to profit than ever before! . . . Chevrolet Division of General Motors, Detroit 2, Mich.

## THE GREATEST SHOW ON WORTH!



# Texans Gun at Taxes

By **BARON CREAGER**  
Southwestern Editor

**A**T LEAST five associations whose members depend for livelihood upon some form of the automotive business may enter into a working agreement before the year's end that will unite them in vigorous opposition to the rising tide of taxes facing the industry in Texas.

This became apparent in the 27th annual convention of the Automotive Wholesalers of Texas—in Houston Oct. 19-22—which was punctuated with outcries against taxes and the practice of using the automotive industry as principal target for new taxes. And the prospect for a union of associations resulted from a panel discussion wherein taxes was not a part of the subject matter.

Nevertheless, one panelist branched into a discussion of taxes, described a procedure that aligned 50,000 votes in a Houston tax issue and foresaw the possibility of enlisting, in the same manner, hundreds

of thousands of votes for the Texas battle against taxes.

Following the convention, Yancy Robertson of Dallas, new president of AWOT, said he would name a committee to report to an AWOT board meeting in November on closer working relations with related associations. Robertson added that AWOT will definitely consider working against additional industry taxes with these groups: Independent Garagemen's Association of Texas; Texas Service Stations, Associated; Oil Field Haulers Association and Texas Automotive Dealers Association, although the latter was not officially represented at the convention. Other related groups may be added to the list.

First voice raised against taxes and the threat of taxes in Texas was that of G. C. Morris, executive director of AWOT.

"Our next legislature must raise between 56 and 100 millions of dol-

lars in new revenue," he pointed out, "and someone has suggested a three per cent selective sales tax on parts and accessories." [The "someone" is the Texas Research Council, an appointive group of businessmen, unsalaried, who study Texas tax needs and make recommendations to the state government.]

"We shouldn't be singled out for this tax load. We should have some sort of a program that will distribute the tax among all the people.

"We must see to it that we do not continue transferring our rights to Washington and Austin. Somewhere along the line there has to be a halt."

This halt, he contended, could be brought about more quickly if AWOT members would write often to their national and state representatives.

Morris added that it is "grossly unfair for the members of AWOT to be subjected to the wage and hour law while our competitors are excluded."

In the panel discussion next day that brought taxes again into focus, Edward G. Archer of Waco, president of the Independent Garagemen's Association of Texas, suggested an "industry-wide committee

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**REAR AXLE**  
**GROWING PAINS!**

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**AD-A-SEAL**  
**OIL SEAL**  
**FOR REAR WHEELS**



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**PRINCIPLE GIVES**  
**POSITIVE SEAL...EASIER-TO-INSTALL!**

Here's Why it's the best on the market!  
• Unique side-sealing principle.  
• Not affected by loose bearings and out-of-line axles • Seals worn or grooved axles perfectly. • Seals at 3 separate points.



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**NEW Bishman**  
**POWER**  
**Tire Changer**

Model 880-61

Trade in your old tire changer for a  
**NEW BISHMAN** with...

**AIR POWER** Double Bead Breakers  
**ELECTRIC POWER** Mount and Demount  
**BIG CAPACITY**, 12" thru 17 1/2", chuck  
holds wheels & rims.

**SELF CONTAINED...EASILY PORTABLE.**

One tire change a week pays for it. Ask your  
Jobber or write for descriptive Bulletin 880-61

**ELECTRIC-  
AIR**



Bishman Tire Changers are sold only  
through Automotive Equipment Jobbers.

**Bishman MFG. CO.** ROUTE 2, OSSEO, MINN.



**PERMATEX**  
**CHEMICAL**  
**PRODUCTS**

**...MADE FOR THE**  
**PROFESSIONAL!**

to study our common problems" without making specific mention of taxes.

But E. H. Smith, president of Texas Service Stations, Associated, devoted himself to taxes first and the panel subject last after relating that "there were 25,000 service stations in Texas last week, I don't know how many have been opened since then."

He asked AWOT to oppose enactment by the national congress of the proposed 1½-cent gasoline tax, adding that "if the tax on gas and cars went into roads, we'd have paving of gold. The one-cent tax expires next July," he said, "and a substitute tax of 1½ cents has been proposed to take its place."

Most vociferous outcry against taxes by a panelist came from Griff D. Vance, Sr., Houston American Motors dealer and past president for two terms of the Houston Automobile Dealers Association.

"There is going to be a witch hunt for places to get more taxes," he declared, "and this group in this room is the prime target. As businessmen we can't keep on assuming the major part of taxes these guys want."

He then related how, to beat down a Houston tax issue, the Houston



Officers of AWOT are (l. to r.): seated, Wayne Bull of Wayne Bull Auto Parts, San Antonio, first vice president; Yancy Robertson of Robertson and King Motor Supply, Dallas, president; and J. E. Wilson of Motor Machine and Supply, Houston, second vice president; standing, G. C. Morris of Austin, executive director; Poncho Oatman of Walter Tips Co., Austin, treasurer, and O. D. Reed of Quicksall-Pryor Co., Lubbock, secretary. W. E. Woods of Standard Parts Co., Houston, retiring president, was unavailable for the picture.

dealers worked with service stations, garages and truckers to create a solid block of 52,200 votes.

"We had each employer ask his employees, one by one, if he would like to save some money. Naturally,

they were interested. Then we pointed out how the proposed tax would cost them money. In this manner we enlisted employees who, in turn, enlisted relatives and neighbors.  
(Continued on page 136F)

**\*They say:**

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**Best PERFORMER**

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## TOOL UP WITH SOUTHERN AUTOMOTIVE JOURNAL

SAJ is a real automotive tool that helps readers turn out better jobs, faster and more economically. Each month it brings up-to-date information on the latest shop methods, the newest products, and the most complete Southern and Southwestern automotive news.

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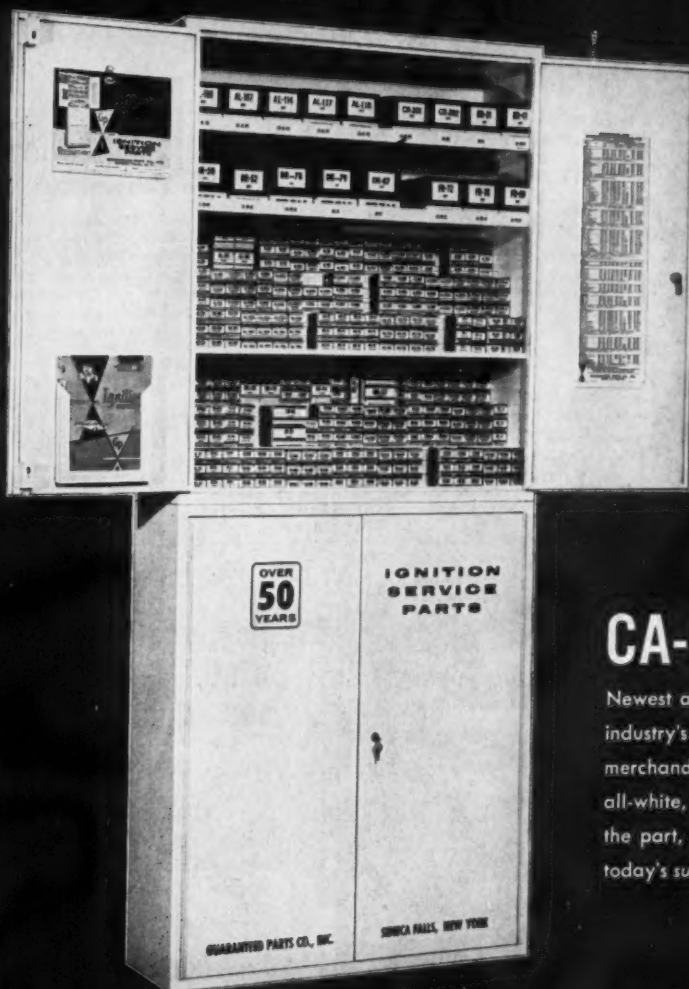
Send us your money or check with your renewal order and we will send you absolutely FREE a giant 22" x 30" easy-to-read wall chart with factory tune-up specifications for all 1960 automobiles. Just write WALL CHART on the memo notice and return with your payment in the postage paid envelope.

**SOUTHERN AUTOMOTIVE JOURNAL**  
806 Peachtree St., N.E.  
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Pace-setter for a booming market:

THE INDUSTRY'S

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## CA-9

Newest addition to the industry's most complete merchandiser line. Sleek, all-white, the CA-9 looks the part, acts the part of today's super service!



CA-1



CA-2



CA-23



CA-6



# IGNITION MERCHANDISER PROGRAM!

## Tune-up Profits . . . Guaranteed!

Service station and repair shop opportunities for tune-up work are bigger than ever. Guaranteed Parts' complete program gives you what's needed to service *all types* of tune-up and ignition work . . . at a minimum of investment. Take full advantage of Guaranteed's profit building program and cash in on this booming market.

### FREE Merchandiser Cabinets

All merchandisers are *free* to dealers with purchase of listed contents. And, there's a size to *fit every need* in Guaranteed's sleek, white model line.

### Automatic Inventory Control

You'll see at a glance which parts need re-ordering; have the right parts at the right time and avoid "can't wait" loss of business.

### Tune-Up and Ignition Data

Tune-up charts, ignition catalogs on passenger and foreign cars, trucks, tractors, marine engines, small engine, etc. Don't pass up *any* tune-up business!

### Personal Merchandising Help

Guaranteed's top-notch field men are in your area, anxious to help your ignition service parts business become a real success.

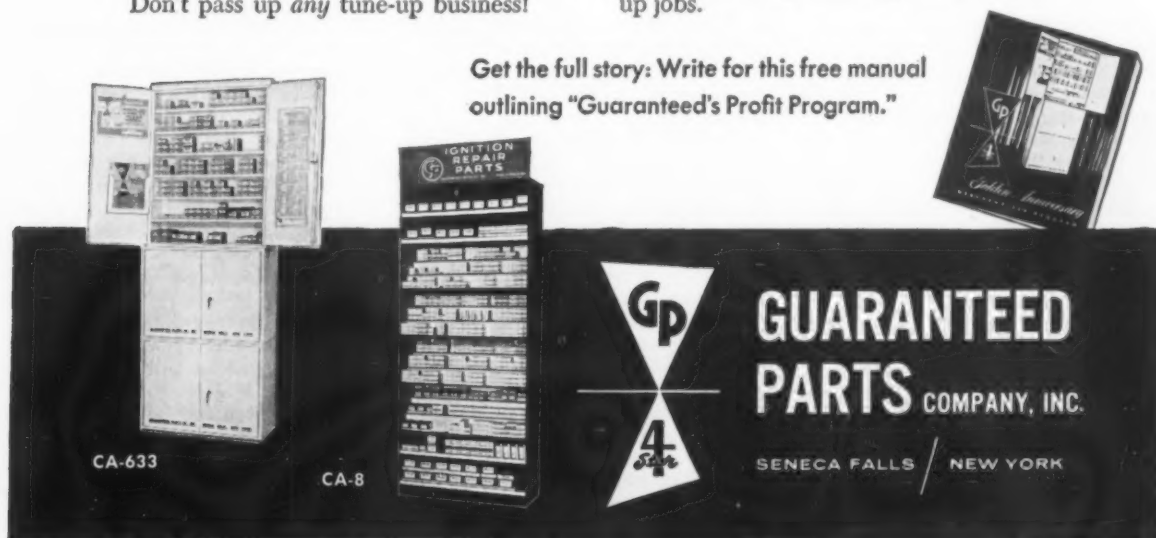
### Service Bulletins

Continuing factory-to-dealer mailings covering changes in new models, tune-up hints, technical ignition data.

### Sales Aids

Let Guaranteed's colorful money-makers go to work for you—decals, tune-up banners, illuminated signs, metal signs—and they'll bring in those profitable tune-up jobs.

Get the full story: Write for this free manual outlining "Guaranteed's Profit Program."



CA-633 CA-8

IGNITION REPAIR PARTS

**Gp**

**GUARANTEED PARTS** COMPANY, INC.

SENECA FALLS / NEW YORK



Members of the AWOT panel on "What We Expect from the Automotive Wholesaler" included (l. to r.): S. I. Hill, Oil Field Haulers Association; Griff D. Vance, Sr., Houston Automobile Dealers Association; Edward G. Archer, president, Independent

Garagemen's Association of Texas; W. E. Woods, AWOT president and moderator; J. E. Wilson, chairman, AWOT insurance committee, and E. H. Smith, president, Texas Service Stations, Associated.

## Texas Wholesalers

(Continued from page 136C)

bors they could influence. When we went to them [obviously, the city administration] and convinced them we had that many votes lined up, they listened.

"Don't try to tell an employe how to vote. That would be fatal. Ask him if he wants to save money and then explain the issue."

Following the panel discussion, Robert K. Gray, secretary to President Eisenhower's cabinet, addressed the convention with the subject, "Freedom in Action." Although Gray had made two partisan addresses in Houston, this was non-partisan and, in the course of his remarks, Gray accidentally supported Executive Director Morris in his contention that writing to national and state representatives "does do some good."

For the panel that devoted much of its attention to taxes, the assigned subject was, "What We Expect from the Automotive Wholesaler."

Archer said wholesalers should make faster delivery of orders or, when the order is placed, tell the garageman there will be a delay. He said that in his home town, Waco, relations of wholesalers and garagemen are exceptionally good, "but we need more good factory service representatives." He opined it is impossible for wholesaler or dealer to carry an "adequate" stock, but recommended a limited stock of slow-moving parts and better quality of merchandise and warranty.

Smith said he heartily endorsed the move to free service stations from coercion and "it is one of the things they expect from you." He declared himself against premiums and stamps, urged wholesalers to encourage service stations to do

mechanical work and charged that, with few exceptions, it is difficult to get service station equipment serviced.

[In the matter of coercion, Executive Director Morris announced that upon request by telephone from an unidentified gasoline refiner and marketer, with stations all over Texas, the marketer had been supplied with a list of AWOT membership for emergency purchases by stations.]

On the panel subject, Vance told the convention: "We, too, are a captive institution. Of course, we are under pressure to buy from the factory. I suggest that you get our price list and pick out the items where you have an advantage."

Fourth panel speaker, S. I. Hill, member of the board of the Oil Field Haulers Association, suggested that in dealing with fleets, each wholesaler establish a department for that purpose.

"We recommend that you suggest and even require additional services such as magnafluxing, precision measurement and alignment of parts.

"In sales to fleets, let your fleet department decide the list of parts essential and related to an order. We suggest you recommend that we buy a package. It is a sad proposition to see a \$200 crankshaft delivered in a messy condition with other heavy parts. Improved packaging will help us a lot."

In his progress report, Morris told the convention he is in his ninth year as executive director, although normal association life of a secretary is three years.

"Our growth has not only been steady," he continued, "but phenomenal, and the past year we added 57 new members (total membership now 657). This association is the

largest it has ever been and is the largest of its kind."

Ed L. Lee, executive secretary, Automotive Affiliated Representatives, addressed the convention on "The Functional Duties of the A.A.R. in the Automotive Industry."

Lee said that A.A.R. members are carefully screened for integrity, financial responsibility and how they get along with people. "An A.A.R. man is not an order-taker, but a highly-trained specialist," he asserted. In 1948 there were only 230 members; currently the membership is approximately 450.

"How Turnover Affects Your Bank Account" was the subject of Earnest A. Wagner, Jr., president of Moore Brothers Electric Co., Houston.

Quoting the late E. H. Harriman, railroad magnate, as saying that "the judicious expenditure of money is more difficult than the acquisition," Wagner pointed out:

"In this day of increasing personnel and operating expenses within our organizations, competition and increasing demands for better service from our customers, we must strive to get more profit from merchandise on our shelves. We cannot sell at above the correct price to get this profit, neither can we buy from the manufacturers to get this profit. So we must work with what we have and get it off the shelves at lower cost, by control of our purchasing, inventory and turnover."

The association's companion booth conference, the seventh annual such event, was largest in history, with 99 booths occupied by manufacturers or their representatives.

The 1961 convention is scheduled for San Antonio with dates to be announced, the Cuban situation having discouraged the association in planning a Caribbean cruise.

This automatic transmission class was sponsored by the Spartanburg Unit of the Independent Garage Owners of South Carolina. W. Athell Yon of Charleston is president of the state association.

## Cycleweld Will Enter Consumer Field

A COMPLETE new line of chemical car-care products specifically designed to serve retail consumer aftermarket requirements will be introduced by the Cycleweld Chemical Products Division of Chrysler Corp.

Initial introduction will feature six products—a specially refined and treated lubricant designed to extend the life of hydraulic valve lifters, valves and rings; a gasoline additive; a lubricating oil for use in two- and four-cycle engines; an all-weather, year-'round windshield washer solvent; a penetrating oil for use in freeing manifold heat control valves, and a heavy-duty brake fluid conforming to or exceeding all SAE and federal specifications.

The chemicals will be marketed under the Chrysler name and manufacturers' representatives will be appointed to handle distribution in all the 50 states, according to Dr. Sumner B. Twiss, president of Cycleweld. Marketing outlets may include car and truck dealers, fleet repair shops, independent garages and service stations. Several of the items will be sold through additional outlets such as hardware stores and boat dealers.

## Volkswagen Will Erect Headquarters Building

SCHEDULED for completion in October 1961, a \$2,500,000 national headquarters building for Volkswagen of America, Inc., is being erected on an 18-acre site in Englewood Cliffs, N. J., and will house approximately 200 employees.

General Manager Carl H. Hahn said the company has outgrown its Englewood Cliffs offices three times and presently occupies two widely separated buildings there. Start of the new building began five years after the company was established in that city with three employees. Present employment is 158 persons. Last year the company brought more than 150,000 units into the country and during the first six months of this year, 92,948 cars, trucks and station wagons were imported.



Each one of these fine cars comes Lucas equipped. For greater profits and more satisfied customers always replace Lucas with Lucas.

Logos for various car brands are displayed, including: ROLLS ROYCE, MORRIS, Austin-Healey, JAGUAR, FORD, MG, FIAT, ALFA ROMEO, COOPER, Riley, AUSTIN, FERRARI, ROVER, Vauxhall, CITROEN, B, SIMCA, VOLVO, and others.



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## SOUTHERN JOBBERS and FACTORY MEN

# Nine-Year Skyrocket

By BILL ABBOTT

**F**IGHTING shrinking territories and stiffening competition, jobbers might well take a lesson from Freeman F. Polk, aggressive young owner of Standard Auto Parts, Inc., Dade City, Fla.

Polk has chosen to meet those and other problems of a typical small-town dealer through diversification and supplemental lines. In nine years, starting from scratch, he has seen his founding business grow into two corporate units, his sales and service territory doubled, with 34 employees and four outlets, all tightly and efficiently connected with a mobile radio system. He claims no personal credit for this sound and steady expansion, but attributes it rather to loyal personnel from whose problems it stemmed in the first place.

"You might say I was born in a parts bin," Polk explained. "My father has been a parts dealer at Wauchula, Fla., for many years. My only brother has a parts business at Fort Meade, Fla. It was just natural for me to get into it, too."

But when Polk started on his own in a small agricultural community of 5,500, all ambitious and enthusi-

astic, he quickly ran into an unforeseen problem of seasonal slump, which greatly aggravated the basic problem of personnel.

"I soon found out," he said, "that in this orange-growing section a local parts man, under ordinary circumstances, might just as well close up for four months during the summer. During that time, the business was just not here. I couldn't afford to pay personnel through the dull season; they couldn't afford a four months' layoff every year. I was simply forced to broaden my base to stay alive."

So Polk began to look for allied and supplemental lines. He found the first one in small engines. Small engines led into lawn mowers. They pointed the way to small engine shop service. These lines were pushed in summer, almost forgotten in winter.

And Polk was still looking for more lines to sell. He branched out next into chain saws. Those he sold he began to service. He soon had a full-time man on chain saw repairs.

"I've forgotten how I hit upon chain saws," he said, "but with the

## His Road Upward in Sales Volume

Do you have a problem in personnel, seasonal slumps, creeping competition or other enigmas?

Diversification and supplemental lines may help you?

Have you considered sales and service of small engines, chain saws, heavy-duty tractor tires and parts, industrial equipment, or diesel engines?

How about machine shop service for cars, trucks, diesel and heavy-duty tractor equipment?

This Floridian has added all these to his growing automotive equipment business—and finds that they pay.

paper industry expanding throughout the South, they provide a growing market. I read somewhere recently that Southern farmers earned about 75% of their total income last year from forest products. In Florida, forestry is the state's No. 1 source of income, even ahead of its great agricultural livestock and tourist industries. Yet, chain saws are an item you hardly ever hear about."

This led Polk into a discussion of a very controversial topic, the cross cutting of merchandising lines.

"What's wrong with an automotive jobber handling chain saws?" he asked rhetorically. "They are not in competition with lines of his usual customers—franchised dealers, industrial accounts, garages and service stations. Certainly, the auto jobber's lines are no longer exclusive. You can buy auto parts from hardware, appliance, department and even dime stores."

"Some dealers seem to think there's something immoral in breaking out of rigid automotive lines. I call that obsolete thinking. Everybody else does it. We can do it, too, and still maintain our integrity and service as automotive jobbers. I say that profit today must come from stocking what you can sell and servicing what you sell, instead of binding yourself in an arbitrary strait-jacket."

After adding small engines and chain saws to his automotive lines, Polk crept cautiously into the field of heavy equipment with a line of heavy-duty tires. Again, he was recognizing and respecting the channels of his automotive customers, none of whom sold tractor tires.

At about the same time he took



on a few industrial items, notably brake lining and "V" belts. He put a salesman on them exclusively so as not to interfere with automotive accounts.

The heavy-duty tires led normally into heavy tractor parts, such as pin and bushing sets, lower roller assemblies, track rail assemblies, upper roller assemblies, sprocket rims, roller and final drive seals.

The sale of heavy tractor parts naturally called for their service, so Polk was soon offering a complete machine shop service for crawler tractors along with a similar service for his automotive customers' trucks and automobiles.

From parts and machine shop service for cars, trucks and heavy tractors, it was a short step to diesel parts and service. Polk added that, and found it profitable.

"I'll admit that a diesel inventory is high," he said, "and diesel service is specialized, but it's a growing market that is overlooked. I was at a meeting of about 300 jobbers in Atlanta one time. I'll bet not five of them had had the courage and imagination to get into diesel. I told them it cost money, of course, but nowadays you have to risk some money to make it. Diesel fleet accounts for parts and service are mighty nice things to have."

As Polk broadened his inventories and services, he added new store outlets, placing them at the nearby town of Zephyrhills, just seven miles away, at Brooksville and Clermont, each about 50 miles from the main store at Dade City. Thus, he had a rough triangle with points 50 miles apart, encompassing four counties.



Standard's Service Manager Bert Atwater (left) poses by the grinder in the automobile-truck machine shop which helps turn out heavy repairs. The 120-ton hydraulic press at right is part of the shop equipment for servicing crawler tractors and other heavy-duty vehicles—a source of business which has lifted sales figures.



He linked these points with a radio system, having a "repeater" station and tower in the center of the triangular area. Four mobile units in trucks and station wagons can communicate with any of the stores anywhere in the territory. Polk is planning now to increase his 50-mile radio coverage to add another 50 miles outside his triangle for his spreading requirements of tractor and diesel service.

In fact, his heavy tractor and diesel supplementary lines have grown so that he has been compelled to establish an additional and separate corporate unit, Crawler Rail and Roller Co., to keep these services independent of his wholesale auto-

motive business. Under this arrangement, the parent company qualifies as a supplier to the second firm.

Despite all this expansion, Polk still considers himself primarily a wholesale automotive supplies dealer. He directs most of his attention to that role.

"Automotive supplies account for more than 65% of our business," he said. "It's our leader. We'll keep it that way."

"At the same time, there's no rule against looking for business wherever it can be found. We are not neglecting automotive supplies. We are just building from and around them."

As an indication of the emphasis on automotive supplies, fewer than a fourth of Polk's personnel are engaged in activities other than sales of automotive equipment. Three full-time salesmen with part-time help handle automotive lines exclusively. All four stores are devoted almost exclusively to automotive merchandising.

One man with part-time help works full time on a perpetual inventory. At noon each day he has a record of all items sold since noon of the preceding business day. From this he places a daily order by telephone to the warehouse supplier for delivery by truck at the opening of business the following morning.

Polk pays \$45 a month for this telephone service, and has a direct open line to his supplier for ten minutes at a specified time, 1 p.m., each business day.

"That's about a tenth of our monthly telephone bill," he explains.

Welding crawler tractor rails and rollers is a principal service of the shop.



ed, "and it is well worth the money. It cuts down our inventory overhead and assures prompt service. Of course, we can add to the daily order any time in the afternoon up to closing time."

At present, Polk said, he has no additional lines in mind for the immediate future. He had no doubt, however, that others could be found to fit particular local situations. As examples, he mentioned marine equipment to go along with the current fad in boating, and parts for foreign cars in areas of military populations who have imported their automobiles from overseas. Markets for these lines are spotty and risky, he conceded, but they convey his idea of diversification.

And proper diversification, he insists, can be an answer to most of the multiple problems that every independent businessman faces in today's changing business picture in this country.

### Mills-Morris Buys S & S Sales Co.

**M**ILLS-MORRIS Co., with headquarters in Memphis, Tenn., has purchased the S & S Sales Co. of Nashville, according to C. T. Turner, executive vice president of Mills-Morris.

The Nashville firm will be a 100% warehouse to serve only jobbers, and will be completely separate from the company's other store in that city—Auto Bearings & Parts Co. All personnel will remain. E. R. McCarter is manager.

### UMS Names Graham, Hill

Paul D. Graham of Detroit has been named bearings sales promotion manager — eastern for United Motors Service Division of General Motors, while Norman A. Hill of Chicago will assume a similar posi-

tion for the western region, General Sales Manager H. P. Schaller announced. Hill has been with General Motors since 1942. Graham joined UMS in 1935.

### Gastonia Firm Buys Jones

Genuine Auto Parts of Gastonia, N. C., has purchased Jones Automotive Parts of Greensboro, N. C.



Approximately 500 men, women and children attended the "company family reunion" of Keenan Auto Parts Co. last month in South Georgia. Only small portions of the crowd appear in the pictures above and below. Employees and their families from the headquarters store at Albany and the 17 branches in Southwest Georgia and Florida Panhandle gathered for the all-day outing, which included barbecue, swimming, fishing, bingo, boating and some undiluted loafing. Howard Hout, vice president (who appears with his wife in the "chow line" in the top photo), said that the Keenan personnel records showed the employees and their families number slightly more than 500. In the bottom photo above Paul A. Keenan, president and founder of this long-time wholesale operation, chats with some younger members of his company's "family." The outing took place at Arrowhead Farm, the Keenan estate out from Albany.

Keenan's big company "family" gathered last month in the heart of Georgia's barbecueland.





Executive Secretary Jesse F. Jones, Jr., of the North Carolina association is shown addressing the highly attentive audience.

## Virginia Sets Southern Record

WITH 100 members signing up right off the bat, the Virginia Automotive Wholesalers Association sprang into being at Richmond's Jefferson Hotel Oct. 24 with more initial members by far than any state group of jobbers to be formed in the South.

Florida kicked off with 39 some years ago, Kentucky with 42 and South Carolina with 44. So the figures have run with other Southern and Southwestern organizational meetings. Virginia virtually doubled all past performance records in one afternoon.

The success was recognized as no secret but attributable to the detailed advance work guided by a steering committee headed up by John F. Midyette of Richmond and C. Mason Phillips of Waynesboro. Other "steerers" toward this record success included Ray L. Brickey of Roanoke, William T. Grissom of Marion, Louis M. "Rip" Hicks of Alexandria, George E. Parker of Portsmouth and Carlton F. Staples of Winchester.

The well-publicized meeting kicked off at 1:40 p.m. and within three hours the directors had been elected and were in session to elect their first officers.

Attendance approximated 200, with manufacturers and representatives, especially members of B-35, prominently present. B-35, headed up by Walker H. Walters, not only sponsored a cocktail party in honor of VAWA but took charge of registrations, printing of badges and the necessary signs.

Speakers included Richard A.

"Rick" Melvin of ASIA, who has been assisting in a number of state organizational meetings; Jesse F. Jones, Jr., executive secretary of the North Carolina Automotive Wholesalers Association; Charles H. "Chuck" Davis, executive editor of *Jobber Product News*, and William C. "Bill" Herbert, editor of *SOUTHERN AUTOMOTIVE JOURNAL*, who presided over the business session.

Ninety members plus five branches were signed up before the meeting opened. Five more joined as the session progressed. The potential membership hangs around 200, it has been estimated.

On motion of C. Mason Phillips the association voted honorary membership to the speakers and Ray Barnett, editor of *Jobber Topics*, who was present to support the group.

In his remarks Melvin cited "The Whys and Wherefores" of a state association and mentioned one well-heeled and well-staffed businessman who confessed he felt the need to belong to an association only "because I am afraid of the ignorance of others."

Missouri may be the next to have a state association, since a movement toward that end is now underway there.

Those men will guide VAWA the first year (l. to r.): seated, John F. Midyette of Standard Parts Corp., Richmond, president; W. C. McCubbins of Danville, vice president; J. A. Richardson of Richmond, treasurer, and C. Mason Phillips of Waynesboro, a director and, like Midyette, a kingpin in VAWA's birth; standing, R. L. Brickey of Roanoke, D. B. Ennis of Petersburg, W. T. Grissom of Marion, Thomas P. Grasty of Charlottesville, George E. Parker of Portsmouth, R. T. Scarborough of Newport News and Joseph Tickel of Alexandria, directors. The board will interview candidates to select an executive secretary.



## Speed Truck Tire Changes

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EASIER...QUICKER

Quality tools for trucks, buses, farm tractors, and aircraft. Hand forged from chrome nickel alloy steel. Tougher, last much longer!

**T-19** 24" Truck and Bus Straight Spoon

**T-20** 24" Truck and Bus Curved Spoon

**T-29**

18" Tool for starting first bead down over rim

**T-48A**

40" Tool for removing and replacing lock rings

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**LOCK RING REMOVERS**  
stand up under tremendous leverage

**T-23** 24" For Firestone RD, R-1 Rim

**T-25**

New 18" Ring Remover for 5° Firestone Rims

**T-22** 18" Combination Lock Ring Tool

**T-27** 18" Ring Tool for R-1 Rims

SEE YOUR JOBBER on the complete line of Job-Designed Ken-Tools. Forged by the largest exclusive manufacturer of top-quality Tire-changing Tools and Equipment. THE KEN-TOOL MFG. CO., AKRON 5, OHIO.

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TIRE-CHANGING  
TOOLS KNOWN, USED  
AROUND THE WORLD



A. A. "Tony" Feldman (top) has been named staff assistant to E. T. Duffy, director of replacement sales for The Electric Autolite Co., while Ralph A. Vinciguerra (bottom) has been appointed manager, national account sales. Feldman joined the company in 1928 as a salesman in the battery division. For many years he has been chairman of the merchandise committee of the American Association of Battery Manufacturers. Vinciguerra was formerly associated with the Goodyear Tire and Rubber Co.

### Walker Names Matteson Marketing Manager

GEORGE C. Matteson, Jr., has been appointed to the newly-created position of marketing manager for the Automotive Wholesale Division of Walker Mfg. Co., with responsibility for internal coordination of sales, merchandising and customer service activities for the various product divisions.

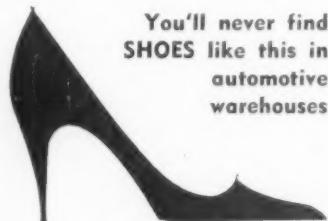
Matteson was a member of the outside sales organization for the company until two years ago when he joined the home office staff as product manager. He is succeeded in that position by Gene O. Hartnett, who was previously a territory manager on the West Coast.

Gates and McQuay-Norris lines have been added by G & N Automotive Supply Co. of Campbellsville, Ky., Noel E. Newcomb, partner, announced.

### Grey-Rock Opens Miami Facility

Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa., has opened a warehouse at 270 N. E. 70th St. in Miami, Fla., to take care of increasing business in that area.

The complete Monteith line, consisting of generators, starters, armatures, clutches, pressure assemblies and water pumps, has been added by Chambers Automotive Supply of Princeton, W. Va., according to L. W. Chambers.



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But chances are, wherever you go, you'll see increasingly popular IMCO brake shoes. There's a set of IMCO shoes to fit all domestic and foreign cars and trucks. To build your sales, all you have to do is stock and SELL the shoes that FIT.

Brake Shoes  
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Easy to Install  
Simple to Operate  
One Year Guarantee  
40 Models Available

FOR ALL  
4-WHEEL  
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TRUCKS

Dealers cost from \$37.50 to \$42.50 in lots of 3 sets to an order.

Dealers average \$10.00 per set more profit.

Available from over 5000 jobbers and 100 warehouses.

**DUALMATIC**  
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F. L. Bowen (left), president and manager of Bowen Machine & Parts Co., Inc., San Antonio, Texas, accepts a plaque from Duncan Trapp, district manager for Wilkening Mfg. Co., manufacturer of Pedrick piston rings, for 25 years' service as a distributor for that company.

#### Four 1961-63 Directors Elected by MEMA

**F**OUR directors elected by Motor and Equipment Manufacturers Association for the 1961-63 term are:

J. B. Dempsey of Speedway Mfg. Co., Division of Thor Power Tool Co., LaGrange Park, Ill.; J. W. Howell of The Timken Roller Bearing Co., Canton, O.; R. W. Lackner of Gumout Division of Pennsylvania Refining Co., Cleveland, O., and W. A. Raftery of Signal-Stat Corp., Brooklyn, N. Y.

Other 1961 directors are R. D. Adams of Clayton Mfg. Co., El Monte, Calif.; C. A. Benoit of Permatex Co., Inc., Huntington Station, N. Y.; F. L. Bredimus of Globe Hoist Co., Philadelphia, Pa.; R. R. Dunn of Hastings Mfg. Co., Hastings, Mich.; G. H. Goehrig of Blackhawk Mfg. Co., Milwaukee, Wis.; S. S. Gordon of Republic Gear Co., St. Clair Shores, Mich.; C. H. Seibert of Behr-Manning Co., Troy, N. Y., and R. D. Williams of E. Edelman & Co., Chicago.

#### West Virginian Reveals Changes in Personnel

**D**ON Jackson has been transferred from outside territory salesman for Chambers Automotive Supply of Princeton, W. Va., to salesman in the Princeton and Bluefield territories, according to L. W. Chambers.

Replacing Jackson is Silas "Buck" Ball, formerly employed by Counts Automotive Supply. Mrs. Mary Sikes, secretary, has returned after a six-month absence.

#### Bristol, Tenn., Store Celebrates 25th Year

**A**UTOMOTIVE Service and Supply Co. of Bristol, Tenn., recently marked its 25th anniversary with "open house" celebrations on two consecutive days.

Ninety prizes given away during the event included two Go-Karts.

The company began in Bristol in March 1935 with one store and 3,000 square feet of floor space. Operations have enlarged to include five stores, two in Bristol and one each

in Gate City, Abingdon and Kingsport, with a total of 42,000 square feet of space, and 54 employees.

#### World Bestos Elevates Stutt

The appointment of Robert W. Stutt as manager of replacement sales for the World Bestos Division of the Firestone Tire & Rubber Co., New Castle, Ind., has been announced by J. W. Greenen, World Bestos general manager. Stutt has been associated with the company since 1956.

## Kester Solder

KESTER ACID-CORE SOLDER is today the one brand you can find in just about every automotive service shop. Such acceptance is no accident or coincidence. The trade knows Kester for its high quality, uniform manufacture, all-round dependability . . . reasons why it's the perennial "buy-word" in Solder.

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Newark 5, New Jersey • Anaheim, California • Brantford, Ontario, Canada  
OVER 60 YEARS' EXPERIENCE IN SOLDER AND FLUX MANUFACTURING



Ten regional representatives comprising the National Motorcraft Distributor Council met last month at Dearborn, Mich., with sales management personnel of Ford Division of Ford Motor

Co. They included John Cunningham of Beard and Stone Electric Co., Dallas, Texas; S. G. Puryear of 555, Inc., Little Rock, Ark.; C. S. Johnson, Automotive Electric Associates, Charlotte.

## Burk Reduces Lines; Ken Stout Organizes

A CHANGE in policy by B. B. Burk, Inc., veteran Southwestern manufacturers' representatives, Dallas, has resulted in formation of a new agency, Ken Stout Co., Dallas, headed by Burk's former sales manager.

Burk resigned ten of his 11 lines as of Oct. 1 and he and his 12 sales representatives are now devoting

full time to Monroe Auto Equipment Co. in the Southwest.

Ken Stout Co. represents nine of the ten lines resigned by Burk and a staff of four will travel the four Southwestern states.

## Friedli Dies in Tennessee

Fred Friedli, Jr., 49, owner and operator of Motor Service & Supply Co. of Nashville and Crossville, Tenn., and of the Automotive Parts

Co. of Bowling Green, Ky., died recently in Donelson, Tenn., after a long illness. A brother, Tom Friedli, is a Bowling Green jobber.

## AWOT on page 136B

For a detailed report on the annual convention of the Automotive Wholesalers of Texas, turn back to page 136B.

# Fitzgerald Gaskets

have the  
answer!

...and the  
added extra  
*Craftsmanship*

The Fitzgerald Manufacturing Co.  
Torrington, Connecticut

Chicago    Los Angeles    Toronto

## • Incomparable in downtown LOUISVILLE

LOCATED IN THE HEART OF THE CITY  
2nd and York, just off Broadway

# TOWNE TERRACE MOTEL

Only motor hotel in downtown Louisville. 164 ultra-modern, luxurious rooms all with TV and telephones. Heated Swimming Pool and Health Club — Massages and Steam Room. Beautiful Towne Room Restaurant, Cocktail Lounge.

OTHER MOTOR HOTELS OPERATED BY

Executive-Inn MOTOR HOTELS CORPORATION

INDIANAPOLIS, IND. Gateway Motel Mayfair Motel Meadows Motel Executive Inn	CINCINNATI, O. Mayfair Motel Drake Motel North Plaza Motel Town Center Motel	DAYTON, O. Gateway Motel Drake Motel Terrace Motel	DALLAS, TEX. Executive Inn*
LOUISVILLE, KY. Stanciford Motel Towne Terrace	CALUMET CITY, ILL. Town & Country Motel	NORFOLK, VA. Admiralty Motor Hotel*	TUCSON, ARIZONA Executive Inn*
			ALBUQUERQUE, N.M. Executive Inn*

\* (Opens Soon)

For information — Write: Towne Terrace Motor Hotel, 735 S. Second Street, Louisville, Kentucky.



President Flowers

### VCAWA Elects Flowers; Kern, Melvin Speak

**J**OHAN R. Flowers of The Flowers Co., Hickory, N. C., was elevated from vice president to president of the Virginias-Carolinas Automotive Wholesalers Association last month to succeed S. J. Williams of Chesapeake Auto Supply Co., Norfolk, who had resigned the position earlier.

Also at the fall convention, held at Winston-Salem, N. C., the group named R. G. "Bob" Devlin of that city vice president. W. C. McCubbins of Danville is secretary-treasurer.

Speakers included Traugott Kern of Columbia, manager of the South Carolina Automotive Wholesalers Association, Richard A. "Rick" Melvin of ASIA and T. Edward Temple, city manager of Danville.

As usual, a great portion of the two-day meeting was taken up with discussion of topics suggested by the membership. Topic chairmen included Cecil Morris of Greenville, S. C., J. Allen Lewis of Wilmington, N. C., Ned Holland and J. A. Brown of Greenville, S. C., Walter Green of Harrisonburg, Va., O. L. "Pete" Garner of Asheville, N. C., Pete Cash and Sam Fowler.

Attendance represented 57% of the membership, with 78 being served at the banquet.

The spring convention will be held March 15-16.

The association, organized in 1929, is one of the oldest in the nation. Its members include some of the longest-lived wholesale firms in the four states. Attendance is restricted to members.

### Mac's Sells to Wadesboro

Mac's Auto Parts in Wilmington and Jacksonville, N. C., has been purchased by Wadesboro (N. C.) Auto Parts.

### Columbus Parts Appoints Greene of Kansas City

**B**ARCLAY "Bart" Greene, Jr., of Kansas City, Mo., has been appointed manager in Kansas and Missouri for The Columbus Parts Corp., Sales Manager Jim Balough announced.

A native of Kansas, Greene graduated from Wentworth Military Academy and attended the University of Kansas. He is a member of Kansas City Automotive Booster Club No. 2.

### Houstonian Promotes Koehler

Billy Koehler has been named shop foreman of Neumeyer Motor Parts, Inc., Houston, Texas, replacing Paul Rehberg, President E. J. Neumeyer announced. Koehler has been with the company since 1939 except for service in World War II.

### Trawick Dies in Pensacola

James B. Trawick of Trawick Auto Parts, Inc., Pensacola, Fla., died recently.

Your only  
"Comebacks"

are  
Satisfied Customers  
with

**KIMCO...**

### ARMATURES



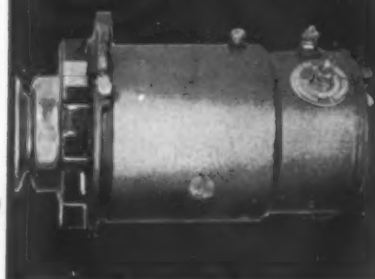
**KIMCO**

**AUTO PRODUCTS, INC.**  
1520 Texas St. • Memphis, Tenn.

#### GENERATORS

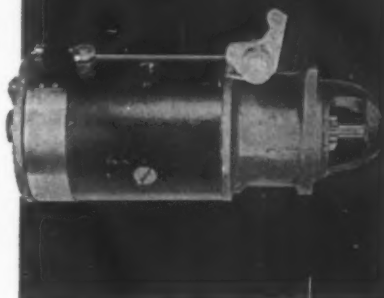
STARTER MOTORS	CLUTCH PLATES
ARMATURES	BONDED BRAKE SHOES
STARTER DRIVES	MASTER CYLINDERS
SHOCK ABSORBERS	WATER PUMPS
VOLTAGE REGULATORS	FUEL PUMPS
DISTRIBUTORS	CARBURETORS
CLUTCH PRESSURE ASSEMBLIES	

### GENERATORS



Satisfied customers mean repeat business . . . more sales . . . more profits for you. That's the big reason for using precision-rebuilt **KIMCO** Generators, Starters and Armatures. You can count on them for top quality, top performance—every time! Go **KIMCO**! Write today for catalog and price list on **KIMCO** Generators, Starters and Armatures . . . and the complete **KIMCO** line of rebuilt auto products.

### STARTERS



## IASI Show Will Fill Over 1,000 Booths

**M**ORE than a thousand booths will be filled with new parts, tools, equipment, supplies and accessories when the 1961 International Automotive Service Industry Show takes place at the Los Angeles Memorial Arena Feb. 16-19.

Presenting the vast "manufacturer-through-wholesaler-to-retailer" event will be the Pacific Automotive Show, of which J. K. Wilkinson of Pomona Motor Parts, Pomona, Calif., is president. Wilkinson reported that hundreds of space applications have been received. The drawing for booth space was to begin at 1 p.m. Nov. 11 in the Rodger Young Auditorium in Los Angeles.

Only sponsoring wholesalers from within the area of the 13 western states, Canada and Mexico with their personnel, exhibiting manufacturers and personnel and guest wholesalers, foreign visitors and special guests will be in attendance on the first two days of the show. At 6 p.m. on the second day the exhibition will be thrown open to all automotive trades and will remain so until its closing at 4 p.m. Feb. 19.



Dr. E. P. Steff (shown here) has been appointed assistant general manager of U. S. Asbestos—Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa., according to S. R. Zimmerman, Jr., general manager of the division and a vice-president of company. Steff joined the organization in 1952 and most recently was manager of products for the division with responsibility of coordinating the requirements of all sales departments for new and improved products.

Supporting and cooperating in the show will be the Automotive Service Industry Association, which will hold its annual convention Feb. 14-15 at the Biltmore Hotel in Los

Angeles, and Motor and Equipment Manufacturers Association, Booster Club International, Automotive Affiliated Representatives and others.

## Three Southerners Named For Everhot Council

**T**HREE Southerners chosen to serve on a ten-man advisory council formed by Everhot Products Co. of Chicago to improve communications between its management and its warehouse distributors and jobbers, are:

Ronnie McLean of Automotive Parts Warehouse, Inc., Norfolk, Va.; Ellis Hitzing of Independent Parts Warehouse, Jacksonville, Fla., and Tom Loftus of Loftus Distributing Co., Kansas City, Mo.

## Republic Gear Names Thimmel

Appointment of Martin W. Thimmel as vice president of Republic Gear Co. has been announced by President S. S. Gordon. Thimmel, who will continue as general sales manager, has been with the company 22 years and previously has been district manager in Kansas City and central regional manager of the firm.

## THE ECONOMY OF New Deep Strength Asphalt-paved highways GETS YOU YOUR BIG ROADS PLUS...

... your all-important local and farm-to-market roads. You see, new DEEP STRENGTH Asphalt-paved super highways save up to 10% and sometimes up to 50% or more in construction costs. Further, maintenance costs no more, often less.

Money saved building big roads with heavy-duty DEEP STRENGTH Asphalt pavement means that much more money is available for building and improving your state's entire network of roads.

*Ribbons of velvet smoothness...  
ASPHALT-paved Interstate Highways*



**THE ASPHALT INSTITUTE**  
Asphalt Institute Building  
College Park, Maryland

*get a  
better job...*



*with Quality* **PIT-BAR** *hads* **POLISHER & CUTTING**

**LONGEST WEARING EVER MADE**

Order from your jobber!

Write for catalog

**PIT-BAR MFG. CO. 3311 E. 45th St. Los Angeles 58**





Everett T. Gilmour has been appointed to the newly-created position of eastern sales manager of Permatex Co., Inc., with responsibility extending from Maine to Florida and west to Louisiana. Gilmour joined the company in 1954 as a district manager. Prior to that time he had been a district sales manager for Perfect Circle Corp.

### Montgomery, Ala., Store Observes 45th Year

**D**URING the week of its 45th birthday celebration recently Nunn Battery and Electric Co., Inc., of Montgomery, Ala., opened a new welding department.

The firm was founded in September 1915 by the late William Pou Nunn and was continued after his death by his widow, Mrs. Loraine Nunn. When their son, Billy, came into the business in 1935, Mrs. Nunn was operating a battery service only and had one representative on the road. The company was known at that time as Nunn's Battery Service.

After Billy Nunn entered the business, it was incorporated. He became president and his mother secretary-treasurer. The same year the company expanded to take on welding supplies and gradually enlarged to carry automotive parts and supplies.

Still in its original location on Bell Street at Catoma, the operation, which started with four employees in the store and one on the road, now has four on the road, 16 in the store and five city salesmen.

### Grizzly Appoints Eifel

Ray Eifel has been appointed western regional sales manager for Grizzly Brake Division of MarPro, Inc., with headquarters in St. Louis, Mo., according to K. W. Maxwell, director of sales. Most recently, Eifel was district sales manager for Mare-month Muffler Division.

# KEM trouble free inline gas filters

with  
**micro-BRONZE®**  
filter element



KEM MANUFACTURING CO., INC.  
FAIR LAWN, NEW JERSEY, U.S.A.

FUEL PUMPS AND IGNITION



Micro-BRONZE  
filter element  
Can't waterlog,  
swell or flake

FILTERS dirt and water  
FLOWS free and clean  
— never dumps residue  
FITS all cars . . . 3 sizes,  
with hose and clamps

PARTS . . . SINCE 1920

## ACE Carpet textured AUTOMATS

BLUE  
GREEN  
GRAY  
BLACK



ACE  
Sets the Pace

### REPLACEMENT FLOOR MATS in COLORS

These beautiful front floor mats are setting sales records because they have a deep pile texture resembling the nubby yarn of thick, soft, beautiful carpet. They are actually tough, easily cleaned, resilient rubber. **NO CUTTING! NO SLITTING! SURE FITTING!** Molded to exact shapes of car floors.

**MATCHING  
REAR AUTOMATS**  
Boost your sales with rear  
mats in same deep pile  
texture, colors and fitting.

**ACE RUBBER PRODUCTS, INC.**

100 Beech St.

Akron 8, Ohio

## 46% List Sales Rise, 43% Down; Anti-Freeze Distribution Kicked

**W**HOLESALERS over the South and Southwest were nearly tied last month in reports on whether their sales volume was up or down for the first nine months of this year as compared with the same period of 1959.

Forty-six per cent listed higher figures, 43% reported a decline and 11% said their volume was the same.

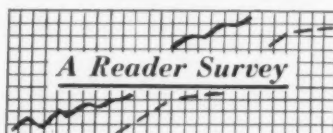
Price cutting and what was considered unfair competition were among the major causes for this picture, which was distinctly less bright than earlier reports received in SAJ's monthly survey mailed to 350 jobbers. Increasing unemployment slapped around the business of some firms, too.

With oncoming winter, it could be expected that anti-freeze distribution policies—at least of some companies—would get some booting. For example:

A Kentuckian whose sales were off 3% complained that prices on one well-known brand were "in terrific shape." He pointed out that "drug

stores and chain stores have been running special sales at lower than dealer price."

Another Kentuckian also assailed "too much price cutting in the anti-freeze field and the Federal Trade Commission will not let companies



control it." This jobber's sales volume was up approximately 5% over last year's.

A Memphis, Tenn., house tersely listed a 20% decline, and drops of a smaller percentage came even from Florida, where rapidly rising registrations have helped wholesalers usually in recent years to report increasing sales. However, some Florida firms were doing a bigger volume this year than in 1959.

A Kentuckian said his volume was down and explained in a comment: "One local jobber is functioning as a warehouse and cutting his prices to the dealers and we cannot compete with this. Other jobbers in the area are not charging the Kentucky sales tax on items such as masking tape and sandpaper, which the law requires and by which we are abiding."

On the brighter side were reports of sales increases such as:

**Florida West Coast jobber**—Sales totaled \$139,355, compared with \$117,203 last year.

**Small-town Texas company**—"Up 3% and we are surprised, because September was terrible."

**Central Tennessee**—"Increase of 10% due to working harder and better promotions."

**Small-town Georgian**—"Increase of \$31,633—from \$156,717 to \$188,350, or a rise of 21%."

**North Alabamian**—"Small increase in sales—small decrease in profits."

**Piedmont South Carolinian**—"6% loss on parts sales, 5% gain in shop business."

A Texan's business was down about 10% because of "a lot of unemployment in this section."

A long-time Mississippi firm reported sales off ½% because of a drought last April, May and June and then added:

"Our business is now 75% small engines and allied lines and 25% automotive. Eight years ago it was 100% automotive. We like the change and are making more net profit."

A Louisianan's sales declined from \$171,621 to \$145,656.

Business was up slightly for a Fort Worth, Texas, firm. An official commented:

"The trend toward opening on Sundays is spreading not only in our business but others. It is a dangerous trend for the country as a whole. I am not a fanatic, but I believe utter disregard of the sabbath for any reason whatsoever is tempting disaster."

### Texas Operation Raises Odom to Presidency

**G**EORGE W. Odom has been elevated to the presidency of Babcock Brothers Auto Supply Stores, Inc., of Denison, Texas, succeeding the late F. O. Babcock, president and co-founder.

A veteran of 32 years with the organization, Odom most recently was executive vice president and general manager. He is a native of Gainesville and joined Babcock in 1928 when the firm had seven stores. He was promoted to manager of the Gainesville store in 1929 and a year later moved to Bonham as manager. He became buyer in 1936 and moved to Denison. At that time the company had 12 stores. It now has 33 company-owned and associate dealer stores, four of which are in Dallas.

Don E. Prather is vice president and secretary and Frank E. Banner is vice president and merchandise and personnel manager.

### Ada, Okla., Concern Gets New Building

**C**OMPLETION of a two-story building at 301 East 12th St. to house Ada Auto Supply of Ada, Okla., has been announced by owner Bobby Thompson.

Office space will occupy 30 by 60 feet of the 120-by-140-foot building, while a sales meeting room—24 by 40 feet—will seat 125 persons. A counter 68 feet long is situated in front of display shelves which run the entire width of the building. Equipment display is placed on a 60-by-90 second floor level. Parking is provided around the building and at a large parking lot next door to the building.

Thompson said his is the largest building housing automotive equipment in the Southwest.

**NOW! SAVE TIME and MONEY!  
DO A BETTER JOB!**

**with ASCAA'S  
NEW SEAT COVER  
INSTALLATION  
GUIDE**



by  
VINCE  
CASTELLI

32 fully illustrated pages show you exactly how to install any seat cover fast and correctly. For all U.S. Stock Cars including 1961 Models. Pays **\$2.00** only per copy for itself on one job!

**ASCAA** 1711 Pratt Blvd., Chicago 26, Illinois  
Gentlemen: Please send me \_\_\_\_\_ copies of the  
Seat Cover Installation Guide @ \$2.00. Enclosed  
you will find \$ \_\_\_\_\_

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

## Mason Phillips Gives Association "Pitch"

AS PART of a barrage of promotion (which turned out highly successful, as shown on page 141) for creation of the Virginia Automotive Wholesalers Association, here's what C. Mason Phillips of Waynesboro (Va.) Automotive Parts, Inc., said in a bulletin to prospective members:

"Hi, Neighbor!

"I entered the business of wholesaling automotive parts, supplies, and equipment when:

"1.—Gross profits were equitable.

"2.—The cost of labor was consistent with profits.

"3.—Freight rates were reasonable.

"4.—Insurance coverage was competitive.

"5.—Social security tax was 1½%.

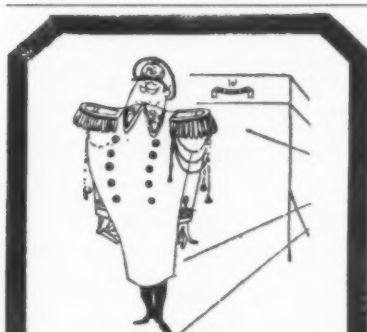
"6.—Packages could be shipped by parcel post at nominal cost.

"7.—Customers valued their personal credit.

"8.—Shop equipment was sold at a profit.

"9.—Unlicensed peddlers were chased out of town.

"10.—Car dealers were customers, not competitors.



### INTRODUCING THE NEW DRYDEN-EAST HOTEL

39th St., East of Lexington Ave.  
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single \$15 to \$22 Suites to \$60  
Special rates by the month or lease

Robert Sarason, General Manager  
ORegon 9-3900



The appointment of E. J. Muldoon (above) as general manager of the National Automotive Parts Association, effective Nov. 14, has been announced by President D. N. Test, Jr. General sales manager of the small tools division of The New Britain Machine Co. since 1948, Muldoon for the past 12 years has been a director of the NAPA Manufacturers Council. He is a past president of the Service Tools Institute.

"11.—Oil companies sold gasoline and oil.

"12.—Drug stores sold drugs.

"13.—Manufacturers of automotive supplies sold only to automotive wholesalers and respected franchises.

"14.—There was no 'minimum charge' for emergency orders.

"15.—Price sheets were issued before, not after price changes.

"16.—Excise taxes were included in cost, not hidden.

"17.—Freight was prepaid, not allowed.

"18.—Sub-jobbers were sold at 'pink sheet' prices.

"19.—Labor unions were problems for 'big business.'

"20.—State business was run by state government.

"21.—The automotive wholesaler was respected, not suspected.

"Membership in Virginia Automotive Wholesalers Association can not, nor will not, bring back those 'good old days,' but when you and I lift our voices together, somebody is going to listen."

## Farrell and O'Hara Rise with Bendix

W. D. "WALLY" Farrell will expand his operation as district manager in the Southeast for Bendix Products Division to include the direction of all sales and service programs, as well as the brake program.

Assisting Farrell will be J. J. O'Hara, assistant district manager, well known in the Southeast.

YOU'RE PROTECTED  
**3 WAYS** WITH

# NATIONAL BRAKE BLOCK

- 1
- 2
- 3

1 Perfect contact of lining to shoe for 100% bond.  
2 Tested for bond and shock strength.  
3 Precision ground for perfect fit into brake drum.

The National brake shoe exchange program means superior bonding techniques, specialized skills and equipment — all resulting in safer braking for your customers, greater sales, bigger profits for you.

National linings are supplied grooved, plain and for power brakes through local distributors. Write today for full details, and the promotional aids designed to help you sell more of National's premium linings at a popular price.

**NATIONAL  
BRAKE BLOCK COMPANY**

SINCE 1919

37-17 57th Street, Woodside 77, N. Y.

# MANUFACTURERS' AGENTS

## REPRESENTING OUR ADVERTISERS

### ALABAMA

Alan Sales Co.—Birmingham  
Acme Air Appliance Co., Inc.  
Herman J. Downey—Birmingham  
Jaycee Chemical Corp.  
National Brake Block Corp.  
Tungsten Contact Mfg. Co., Inc.  
W. P. Piperburg—Birmingham  
Lee Filter Company

### ARIZONA

Huddleston Equip. Co.—Phoenix  
Christie Electric Corp.

### FLORIDA

R. L. Bridges & Associates—Gainesville  
Vaco Products Co.  
Hirsig-Brantley Co.—Jacksonville  
Gabriel Company  
Imco Mfg. & Sales Co.  
J. H. Jones, Jacksonville  
Bishman Mfg. Co.  
Maxim Hershey—Miami  
Doan Mfg. Co.  
Planet Metal Prod. Corp.  
H. M. Rogers—Orange Park  
Van Norman Automotive Equip. Co.  
Max Yaras—Tampa  
National Brake Block Corp.

### GEORGIA

Aaron & Bell—Atlanta  
Dupli-Color Products Co.  
Everhot Products Co.  
Monroe Auto Equipment Co.  
Stant Mfg. Co., Inc.  
Clark-Richards Co.—Atlanta  
American Grease Stick Co.  
Shurhit Products Co.  
Carl Clifton—Atlanta  
Chicago Rawhide Mfg. Co.  
Gene Fike—Atlanta  
Storm-Vulcan, Inc.  
Ray Gandy—Atlanta  
Ideal Corp.  
Harvey Johnson—Atlanta  
Griffin Lamp Co.  
C. R. McGruder—Atlanta  
Rubbermaid, Inc.  
Ray M. Smith—Atlanta  
Christie Electric Corp.  
W. T. Stringfellow & Co., Inc.  
N. A. Williams—Atlanta  
Ken Tool Mfg. Co.  
Edward Zinnell—Atlanta  
Lee Filter Corp.  
F. H. Williams Co.—Covington  
Acme Air Appliance Co., Inc.  
Monkey Grip Sales Co.  
Charles W. Glass & Assoc.—Decatur  
Aro Equipment Co.  
Paul Oxley—Macon  
K-D Lamp Co.

### KANSAS

H. E. Russell—Iola  
Arnold Haviland Co.  
E. R. Oakley—Kansas City  
Tungsten Contact Mfg. Co.  
E. T. Leahy—Prairie Village  
Storm-Vulcan, Inc.  
William M. Byrne—Wichita  
Anthes Div.

### KENTUCKY

J. Paul Saunders—Bowling Green  
Bishman Mfg. Co.  
Monkey Grip Sales Co.

Lee B. Hughes—Louisville  
Acme Air Appliance Corp.  
Everhot Products Co.  
Milesmaster, Inc.  
Storm-Vulcan, Inc.

### LOUISIANA

Arch Evans—Baton Rouge  
Coats Co.  
L. M. Cressy, Jr.—New Orleans  
Tungsten Contact Mfg. Co.  
L. J. Fortier—New Orleans  
Western Tool & Stamping Co.

### MARYLAND

J. H. Klinefelter—Baltimore  
Aro Equipment Corp.  
W. S. Kneavel & Co.—Baltimore  
Pit-Bar Mfg. Co.  
H. S. Lindsay—Baltimore  
Kem Mfg. Co.  
Sam Shemer—Baltimore  
Swiss Laboratory

### MISSISSIPPI

C. Guy Keen—Meridian  
Anthes Div.  
Ideal Corp.  
Kem Mfg. Co.  
Wix Corporation  
Herman A. Shields—Meridian  
Arnold Haviland Co.  
Muskegon Piston Ring Co.

### MISSOURI

Gordon Brooks—Independence  
Planet Metal Prod. Corp.  
E. F. Geary—Independence  
Kester Solder Co.  
R. S. Black—Kansas City  
Lee Filter Corp.  
C. N. Buettner—Kansas City  
Acme Air Appliance Co., Inc.  
American Grease Stick Co.  
Ideal Corporation  
Monkey Grip Sales Co.  
R. O. Dickey & Co.—Kansas City  
Jaycee Chemical Co.  
Doring & Eyer—Kansas City  
Everhot Products Co.  
John W. Earl—Kansas City  
K-D Lamp Co.  
Burt Eaton—Kansas City  
Western Tool & Stamping Co.  
E. H. Ebert—Kansas City  
Dupli-Color Prod. Co.  
Pit-Bar Mfg. Co.  
Charles H. Koslowsky—Kansas City  
Bishman Mfg. Co.  
Frank Libby Co.—Kansas City  
Christie Electric Corp.  
Muskegon Piston Ring Co.  
H. R. Loy—Kansas City  
National Brake Block Co.  
Mosher-Newton-Williams, Inc.—  
Kansas City  
Fulton Sylphon Div.  
Griffin Lamp Co.  
M. H. Swanman, Inc.—Kansas City  
Champ-Items, Inc.  
Wix Corporation  
Paul K. Wilcox Co.—Kansas City  
Milesmaster, Inc.  
Rubbermaid, Inc.  
Stant Mfg. Co., Inc.  
Harvey Wise—Kansas City  
Alondra, Inc.  
Don Ayd—St. Louis  
Bishman Mfg. Co.  
Herman H. Buegler—St. Louis  
Muskegon Piston Ring Co.

George M. Gille—St. Louis  
Christie Electric Corp.  
Russ Nixon—St. Louis  
Vaco Products Co.

### NORTH CAROLINA

Sidney Butz—Charlotte  
Ace Rubber Products, Inc.  
Fulton Sylphon Div.  
Bill Chaney—Charlotte  
Bishman Mfg. Co.  
Larry Kidd Sales Co.—Charlotte  
Muskegon Piston Ring Co.  
Western Tool & Stamping Co.  
Kirby F. Newton—Charlotte  
Kem Mfg. Co.  
The Walden Co.—Charlotte  
K-D Lamp Co.  
P. L. Wimberly & Assoc.—Durham  
Ideal Corp.  
Charles A. Glover—Fayetteville  
Arnold Haviland Co.  
Ruark & Cox—High Point  
Griffin Lamp Co.

### OHIO

O. T. Hillshafer—Newark  
Storm-Vulcan, Inc.  
R. M. Columbus Co.—Newark  
Christie Electric Corp.

### OKLAHOMA

Llew Keller Co.—Oklahoma City  
Coats Co.  
B. A. Kline—Oklahoma City  
Bishman Mfg. Co.  
J. F. Martin—Tulsa  
Kester Solder Co.

### PENNSYLVANIA

R. E. McConnell Assoc.—Bala Cynwyd  
Christie Electric Corp.  
Ted Dinger—Pittsburgh  
Alondra, Inc.  
John F. Young Co.—Pittsburgh  
Christie Electric Corp.

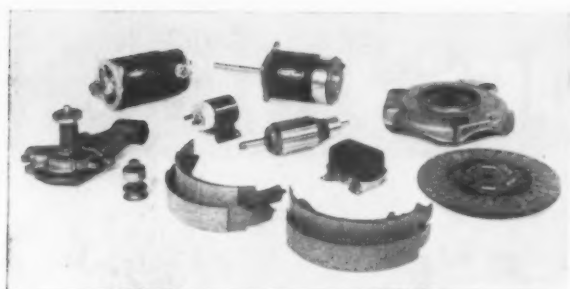
### TENNESSEE

Gardner & Meredith—Chattanooga  
Kester Solder Co.  
C. R. Cunningham—Memphis  
Griffin Lamp Co.  
Jan Major Co.—Memphis  
Pit-Bar Mfg. Co.  
Earl Potter—Memphis  
K-D Lamp Co.  
J. R. Sullivan—Memphis  
Chicago Rawhide Mfg. Co.  
McEwen Cherry Co.—Nashville  
Champ-Items, Inc.  
General Sales Assoc.—Nashville  
Christie Electric Corp.  
Fulton Sylphon Div.  
J. R. Tate—Nashville  
Tungsten Contact Mfg. Co., Inc.

### TEXAS

Larry Albritton—Conroe  
Kester Solder Co.  
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